

LIFE

BEGINNING VOLUME IV OF
CHURCHILL'S MEMOIRS
—
HOW OUR RUSSIAN
TROUBLES BEGAN



TV GETS TOP COMICS
—
ED WYNN

OCTOBER 23, 1950

20 CENTS

New!
Lovely coffee table
in Sheraton design
filled with this fine
silverware!



A remarkable value!

All in this beautiful coffee table—
 16 teaspoons, 8 knives, 8 forks,
 8 salad forks, 8 soup spoons, 8 iced
 tea spoons, 8 oyster forks, 8 butter
 spreaders, 8 coffee spoons.
 Also—3 tablespoons, dessert
 server, cold meat fork, gravy
 ladle, butter knife, and sugar
 spoon. A really complete service!

*The new Brookwood**

*Plantation**

*Del Mar**

*Capri**

Complete 88-piece service for eight!



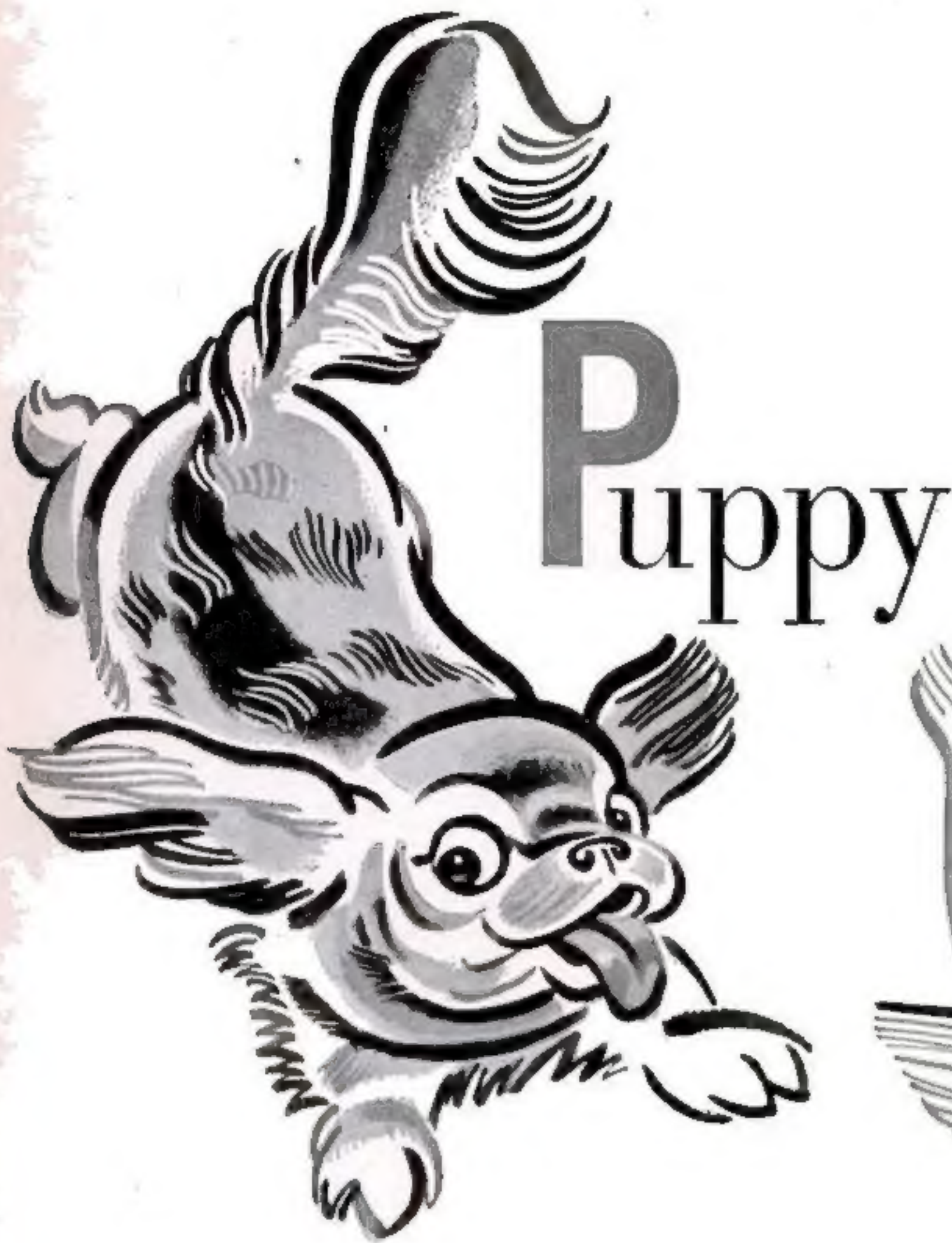
Would you ever dream that this enchanting coffee table could hold such treasure? In the picture at left, you see it closed—a decorative living room piece. Open it—and what a wealth of beautiful 1881 (R) Rogers (R)* Silverplate you find! The non-tarnish compartment holds a magnificent 88-piece service for 8, including serving pieces! Choose from four stunning patterns above. All have extra silver for longer life. Exclusive Contour* knife. Perfect balance. Flawless finish that keeps its brilliance! See this lovely table ensemble at your jeweler's now.

\$99⁷⁵

No Federal Tax

*Trade Mark. Copyright 1950, Oneida Ltd., Oneida, N. Y.
 Send for 1881 (R) Rogers (R) etiquette
 leaflet with 42 tips on "Good Taste Today."
 Box A-9, Oneida, N. Y.

Other services start at \$29.75. Five-piece place setting, \$5.00 each



There's a tremendous difference
between a "puppy" and a "guppy"

- and there is a powerful difference, too,
between gasoline and "Ethyl" gasoline!



"Ethyl" gasoline is *high octane* gasoline. That's why it brings out the top power of your engine—makes a difference that you can feel on hills, on the open road, and when you need quick power for passing or acceleration.

When you see the familiar yellow-and-black "Ethyl" emblem on a pump, you know you are getting this better gasoline. "Ethyl" antiknock fluid is the famous ingredient that steps up power and performance.

ETHYL CORPORATION... New York 17, New York

Other products sold under the "Ethyl" trade-mark: soil coke... ethylene dichloride... sodium (metallic)... chlorine (liquid)... oil soluble dye... benzene hexachloride (technical)

Lucky the Lady

who owns the handiest cleaner in America

HOOVER

MODEL 115

only
54.95
*and your old
cleaner*

Here's a cleaner that will really be your pet. It's so light and manageable. It's so easy to get out of the closet and slide back in. Yet what a man-size job the new Hoover 115 does! It's a genuine Triple-Action Hoover—it beats, as it sweeps, as it cleans. That's why it gets the deep-down, nap-cutting grit, prolongs rug life, and keeps colors fresh.

LOW DOWN PAYMENT... and easy monthly payments. Cleaning tools, including new Veriflex Hose, at slight extra cost. Hoover Cleaners are sold only by established local merchants, listed in your classified phone book. Phone today for a no-obligation home showing of any of Hoover's three great Triple-Action Cleaners, or two new AERO-DYNE tank cleaners.

THE HOOVER COMPANY
North Canton, Ohio; Hamilton, Ontario, Canada
Perivale, England

Prices subject to increase without notice



*You'll be happier
with a Hoover*



*It beats
as it sweeps
as it cleans*



Clear Big Pictures—Full Room Vision
on this Crosley Family Theatre Screen

ORDINARY VIEWING



CROSLEY VIEWING



CROSLEY *Full Room Vision* ...wherever you sit you can see



19-INCH Console Model 11-443 MU (Round Tube). Cabinet is of beautiful Honduras mahogany wood veneer.

Ends "Huddle-System" viewing . . .
thrills you with clear big pictures—
from the widest viewing angle!

Wherever you care to sit is the *best* seat with the '51 Crosley! There's no cramping or squeezing, no scrambling for position or huddling of chairs "out front" when your family—all of you—enjoy *Full Room Vision* with Crosley Family Theatre TV!

With the new **Crosley Family Theatre Screen*** contoured like the proscenium arch of a theatre, you get the *widest* viewing angle, so your family can *all* see the clear, **BIG** pictures . . . in the fullest comfort.

With the new **Super-powered Circuit** there's *plenty* of power for Crosley's 16, 17, and 19-inch picture tubes.

With the new **Crosley Precision Contrast Control** you get the exact degree of picture blackness or whiteness you desire.

*Pat. Pending

With the **Crosley Unituner** you enjoy quick, easy tuning . . . and freedom from inter-channel interference.

With the patented, **Built-in Crosley Automatic Dual Antenna**, you have a supersensitive high and low channel aerial that is fully directional and *completely* automatic!

With **twenty 1951 Crosley Models** you're sure to find the console or table model you wish . . . traditional or modern . . . in mahogany, walnut or blond wood veneers. See them . . . at your Crosley Dealer's . . . **TODAY!**

CROSLEY *Family Theatre Television*

Better Products for Happier Living

Crosley Division **AWCO**

Cincinnati 25, Ohio. Showrooms: Refrigerators . . . Freezers . . . Sinks . . . Garbage Disposals . . . Radios . . . Electric Ranges . . . Electric Water Heaters . . . Steel Kitchen Cabinets . . . Television

THE PACE-SETTING DESIGNS ARE COMING FROM CROSLEY!

This One



6EUB-UQ8-HGTQ

Copyrighted material

new shampoo sensation actually shines hair

gets it so clean you can feel the difference!

Now bring out the *full* beauty of your hair with a revolutionary shampoo that works in a completely new way! Helene Curtis Shampoo Whip bombards hair and scalp with billions of lively, lanolin-loaded bubbles that *rush* dirt and dandruff away—even in hardest water. Actually *shines* hair. Leaves it so gloriously fresh and clean you can *feel* the difference. So sunbeam bright...so enchantingly soft...you'll take new, exciting pride in your hair.

It's the world's first whipped LOTION-LATHER shampoo—wonderfully *good* for your hair and scalp. A marvelous beauty treat—with amazing new *atomized* lanolin, that penetrates like magic mist to *EVERY* part of hair and scalp. **MORE** lanolin by far than ordinary shampoos.

And because of miraculous LOTION-LATHER, *this* shampoo leaves hair easier to manage than ever before. **NO** drying, oil-robbing action to leave hair strawlike, unruly. Helene Curtis Shampoo Whip gives hair rich glowing beauty never before possible without costly special after-rinse.

This amazing new discovery by Helene Curtis, leading authority on hair, makes ordinary shampoos old-fashioned. Try it today, and you will throw away your *old* shampoos.



*Just press nozzle —→
and out billows rich
ACTUAL LATHER
(like whipped cream)*

Helene Curtis **SHAMPOO WHIP**

Not a Soap, Creme or Liquid but a revolutionary new Helene Curtis discovery—the World's first whipped LOTION-LATHER shampoo!

**SO ECONOMICAL! \$1
HALF-YEAR SUPPLY...**

*New! Bombards dirt and dandruff
with billions of
microscopic bubbles!*

Gets hair so clean you can
feel the difference.



*New! Guaranteed—far
more applications for one
dollar than any
previous shampoo!*

Wonderful for the
WHOLE family!



*New! Atomized-lanolin
gets hair fabulously
soft, magically
obedient!*

Far **MORE** lanolin than
any ordinary shampoo.





*And it's HOLMES & EDWARDS
the silverplate that's Sterling Inlaid with these*

Now you can own the finest in silverplate—a 6-piece place setting in Holmes & Edwards Silverplate—for 1/3 to 1/5 the cost of a place setting in sterling! Enough Holmes & Edwards to serve 8 people a 4 course dinner—for only \$69.95!

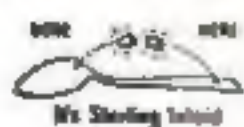
And Holmes & Edwards is the silverplate that stays lovelier longer. It is *Sterling Inlaid* with two

blocks of sterling silver at the backs of bowls and handles of the most-used spoons and forks.

Why take years buying your service "piece by piece?" You can own all the fine silverware you need *now* by buying Holmes & Edwards! See your Dealer today, and ask about easy terms, or he'll be glad to have you choose from these four lovely patterns in your own home.

52-piece service of 8 place
settings including chest \$69.95
other services as low as \$39.95
(No Excise Tax)

**HOLMES & EDWARDS
STERLING INLAID®
SILVERPLATE**



MADE BY THE INTERNATIONAL SILVER CO.

SPRING GARDEN

YOUTH

DANISH PRINCESS

LOVELY LADY



COPYRIGHT 1930, THE INTERNATIONAL SILVER CO., HOLMES & EDWARDS DIVISION, MERIDEN, CONN., U.S. PAT. OFF. ALL PATTERNS MADE IN U.S.A.



CAT-TEX

the **SOLE** of economy

Ask your shoe repairer about CAT-TEX! Better yet, ask him for CAT-TEX—Science's amazing new sole that outwears leather 2-to-1. Not rubber, leather or plastic, CAT-TEX is today's big money-saving miracle for the bottom of every shoe. Get CAT-TEX—and get the most for your shoe repair dollars! By makers of famous CAT'S PAW non-slip rubber heels and soles.



Cat's Paw Rubber Co., Inc.
Baltimore 30, Maryland



LETTERS TO THE EDITORS

ASSAM SHAKES

Sirs:

I congratulate photographer Jim Burke for his brilliant pictures of my devastated home-province Assam ("God Speaks," Assam Shakes," LIFE, Oct. 2). The article would have been perfect but for the translation of "Hari bol," which means, not "God speaks," but "Utter the name of God." It is a natural outburst of any helpless person anywhere in this world.

BRUPENDRAKUMAR HAZARIKA
New York, N.Y.

Sirs:

The issue of LIFE carrying the story of the Assam earthquake came in the same mail with a letter from Major K. F. C. Warburton, a tea planter, who lives near Jorhat. He writes as follows:

"... the earthquake occurred on Aug. 15. It was the evening of the day I write the weekly reports to London. It was while I was thus engaged, and a few minutes after the tea factory had closed, when at 8:50 p.m. I heard a distant rumbling, a kind of roar, almost like prolonged thunder, or a vast concentration of distant artillery fire. I went outside onto the veranda to listen. While I was appreciating the situation I was precipitated from the veranda onto the lawn. I regained my feet and was making my way to a tree when the intensity of the shock increased with such violence that I was thrown to the ground, and, unable to regain my feet, remained seated on the grass for two minutes while the ground about me rose and fell in waves rather like the heaving of a heavy sea with oil on its surface, and trees waved like flowers in a breeze. This was 300 miles from the epicenter.

"Several tea estates have been completely destroyed, so the market will be short by some four million pounds of tea. Caping fissures in the ground either gave off sulphur gas, which sometimes caught alight and set fire to buildings, or emitted spouts of water. A man in Jorhat disappeared down one of these fissures and the ground closed over the top of him. ..."

LEONARD C. TODD
Long Beach, Calif.

SCOT'S TREWS

Sirs:

The enclosed photo disputes your answer to the question of what is worn under a kilt ("Picture of the Week,"



LIFE, Sept. 25). This fellow was in the Canadian Scottish Regiment and is shown in 1939 just prior to embarking for overseas.

J. L. PARKER
Hollyburn, B.C., Canada

CONTINUED ON PAGE 2

How to get out of a rut



For variety's sake, there's nothing—nothing—like Sunsweet Prune Juice. What flavor! What goodness! What a way to start the day!

and into the GROOVE!



Sunsweet and regularity go hand in hand. Unlike other prune juices, Sunsweet never varies in laxative strength. An exclusive Duffy-Mott process keeps every glassful the same.

ONLY SUNSWEET
HAS UNIFORM
LAXATIVITY

Sunsweet PRUNE JUICE

As prepared and distributed
by the makers of ...

MOTT'S APPLE JUICE
MOTT'S APPLE SAUCE
MOTT'S SWEET CIDER
MOTT'S JELLIES
MOTT'S VINEGARS



THE WORLD'S FINEST INSTRUMENT FOR HOME ENTERTAINMENT

THE INCOMPARABLE

Capehart TELEVISION



"Our Capehart!"

TWO WORDS that mean so much . . . "Our Capehart!" . . . They signal the attainment of a long cherished dream. And for many thousands of people that attainment is now at hand. The new incomparable Capehart television instruments are today within the reach of all. Magnificent Capehart picture and Symphonic-Tone System! Luxurious period cabinetry! Outstanding performance achieved through advanced engineering techniques. All these bring to the Capehart owner the same justifiable pride of possession that always accompanies the ownership of the finest. Your nearest dealer cordially invites your inspection of the new incomparable Capehart. Surprisingly enough, the cost is considerably less than you might expect! See your *Classified Telephone Directory* for the name of your local dealer.



"Chippendale"

The CAPEHART Phonograph-Radio. Richly figured crotch mahogany veneers. AM-FM radio. Plays all sizes, all speeds, all types of records—all automatically. Traditional Capehart Symphonic-Tone quality. Record storage space.



The CAPEHART "New Englander." Big 16-inch picture. Rectangular tube. World-famous Capehart Symphonic-Tone System. French Provincial design. Cherry with fruitwood finish.

"A Woman Looks at Television." Send for interesting free booklet which answers many of your questions about television and describes appropriate cabinet stylings for various room settings. Write Dept. B-2 . . . today.



CAPEHART-FARNSWORTH CORPORATION, FORT WAYNE 1, INDIANA
An Associate of International Telephone and Telegraph Corporation

GET IT
TODAY!

NEW 'Vaseline' Cream Hair Tonic
that suddenly made men say:—

**"MY CHOICE
EVERY TIME!"**

Because no other hair tonic contains new wonder-
working **Viratol***...assuring natural looking hair
and natural feeling hair that stays neat all day long!

**REALLY
GIVES HAIR THAT
JUST-COMBED LOOK
ALL DAY LONG!**

**Vaseline
CREAM
HAIR TONIC**

**GOOD-LOOKING
HAIR ALWAYS
MAKES A GOOD
IMPRESSION
WITH FOLKS!**

**NOW MY HAIR
REALLY STAYS IN
PLACE LONGER
—AND WITHOUT
STIFFNESS, TOO!**

*Special compound VIRATOL in 'Vaseline' Cream Hair Tonic helps make
your hair look natural... feel natural... stay in place actually hours longer!

VASELINE is the registered trade mark of the Chesebrough Mfg. Co., Cons'd

LETTERS TO THE EDITORS

CONTINUED

ARMY OF THE FREE

Sirs:

Thank you for the tacit invitation to endorse Senator Lodge's proposal ("An Army of the Free," LIFE, Oct. 2).

Since the world conflict is a war of ideas, ultimate victory must spring from the expression of great ideals. Here is the opportunity for peoples weary, hopeless, apathetic to implement a vision.

EDNA B. BREITINGER

Bakersfield, Calif.

Sirs:

As a former captain of the Polish cavalry and one of many thousand refugees from behind the Iron Curtain, I would like to comment on your editorial. . . . We are political exiles who live with only one hope in our hearts: the hope of seeing our countries liberated, our families free again. We would feel deeply honored if given an opportunity to repay the hospitality of our new homeland by fighting under its banners to liquidate the most sinister tyranny of the world's history.

ZYGMUNT BILWIN

Tucson, Ariz.

Sirs:

Your editorial backing the proposal to arm Iron Curtain refugees contained one startling omission, the refugees from Russia itself. No people know Communism better, hate it more. Of the half million Russian refugees in Western Germany, more than 100,000 fought in the Soviet army and defected to the West between 1946 and 1948. Arming these men alone, comprising perhaps five full divisions, would strike incalculable fear into the Politburo and send hope to Stalin's 200 million victims within the Soviet Union.

ANATOLE SHUR
Associate Editor

The New Leader
New York, N.Y.

Sirs:

You can put my letter on Senator Lodge's pile. That's the best idea anyone could have. . . .

FRED HETZLER

Leavittsburg, Ohio

MARSHALL AND DEWEY

Sirs:

Your editorials are so fine they should be in capitals. They are especially wonderful in the current number on those fine forthright men, Marshall and Dewey (LIFE, Sept. 25). . . .

NELLIE MITCHEL

Portland, Ore.

Sirs:

Your editorial on Dewey nauseated me. I dislike your innuendo about his moustache, as if a small annoyance like that is the only reason a person could be against him. There are far better reasons. . . . I reserve the right not to be proud of him, even if LIFE thinks I ought to.

CHARLES M. TANKIN

Lexington, Ky.

FLASHLIGHT SPIRALS

Sirs:

Some of Hillman's light patterns ("Speaking of Pictures," LIFE, Oct. 2) appear to trace harmonic motions

CONTINUED ON PAGE 11

Fast help for HEADACHE

Upset Stomach • Jumpy Nerves



When headache hits, do as millions do. Take Bromo-Seltzer right away for fast help. Not only for the pain of headache but also for the upset stomach and jumpy nerves that often go with it.

Quick! Pleasant! Bromo-Seltzer effervesces with split-second action, ready to go to work at once. Caution: Use only as directed.

Proof of popularity: Today more people than ever use Bromo-Seltzer. You must be satisfied or your money back!

Get Bromo-Seltzer at your drug store, fountain or counter today. It's a product of the Emerson Drug Co. since 1887.



**Betcha
can't remember
when you
tasted
chili sauce
like this!**

**Bennett's
Chili
Sauce**

Open the bottle and the years roll back! Here again is the spicy smell . . . the chunky bits of tomatoes, peppers, pickles . . . the real home-made flavor you've never found in ordinary "store-bought" chili sauce.



If it hasn't reached your store yet, send 25¢ for 8oz. bottle & Recipe Booklet
Recipe Foods, Inc.
Dept. L, Baltimore 15, Md.

Pillow Fighters -



Here's Peace at Last!

Press your fingers down on Airfoam and it gently gives, cradling them buoyantly. Lift your hand and Airfoam instantly plumps back to full-rounded shape.

The Finest of all Foam Pillows —made by Goodyear's Double-Foam process

HERE at last is real rest for the restless. A glorious new kind of pillow that's as soft and comfy in the morning as when your head first hits it.

It's made of **Airfoam**, miracle of modern cushioning. Creamy-soft, gently buoyant, **Airfoam** is honeycombed with millions of tiny air cells that lend soothing support to every move you make.

An **Airfoam** pillow doesn't sag in the middle, doesn't flatten down. It always stays plump and dreamy; you don't have to fluff it — ever.

A unique Double-Foam process produced this **Airfoam** pillow — softer, airier, more completely restful than any foam pillow yet developed. It doesn't collect dust or stir up allergies. Its self-ventilating pores keep it cool all through the night.

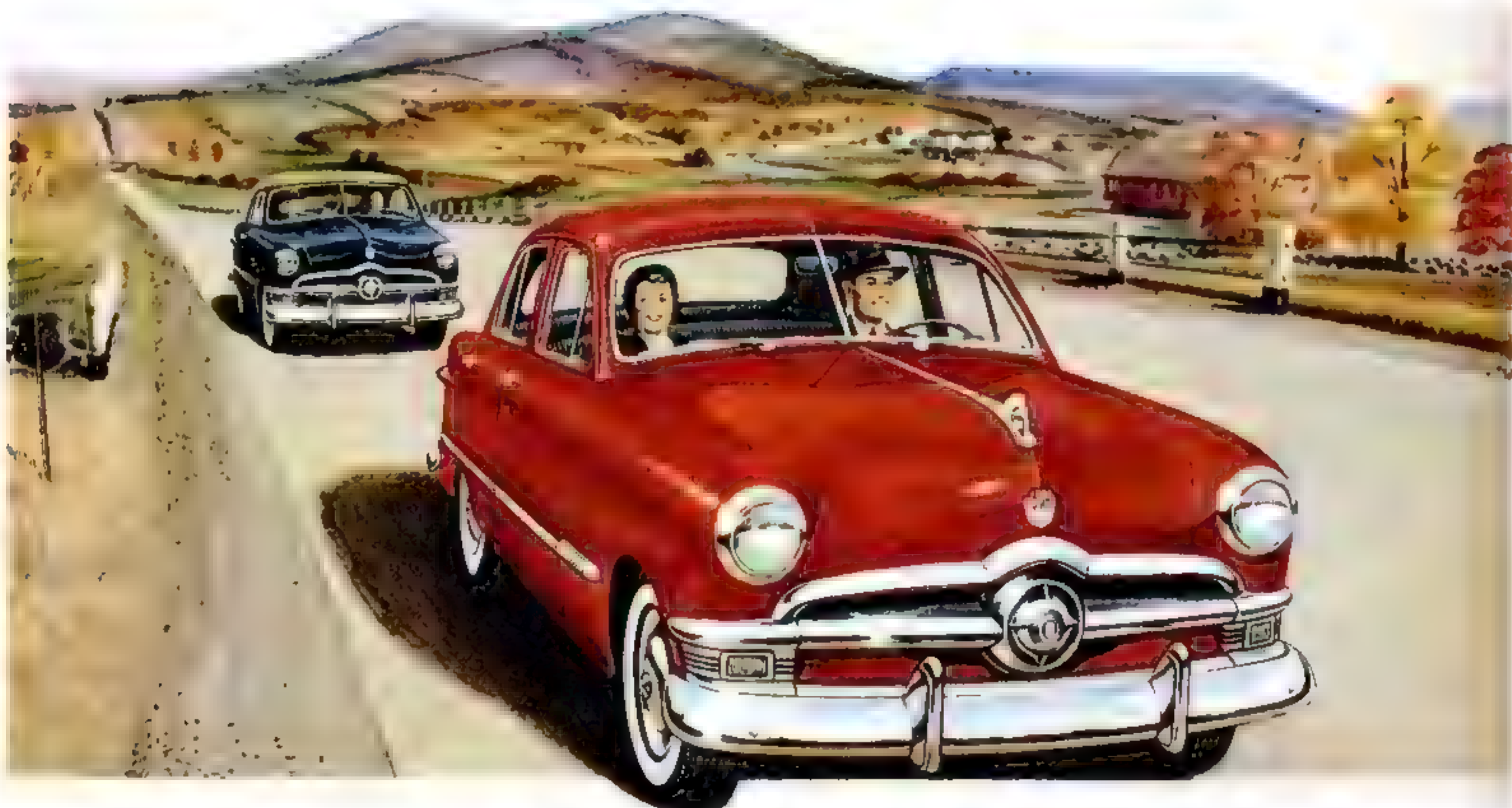
Look for the new **Airfoam** pillows at furniture and department stores. They're a welcome gift for family and friends — the last word in lasting comfort. Goodyear, Akron 16, Ohio.

Airfoam
SUPER-CUSHIONED
PILLOWS BY
GOODYEAR
THE GREATEST NAME IN RUBBER

We thank you'll like "THE GREATEST STORY EVER TOLD" Every Sunday ABC Network.

Airfoam—T. M. The Goodyear Tire & Rubber Company Akron Ohio





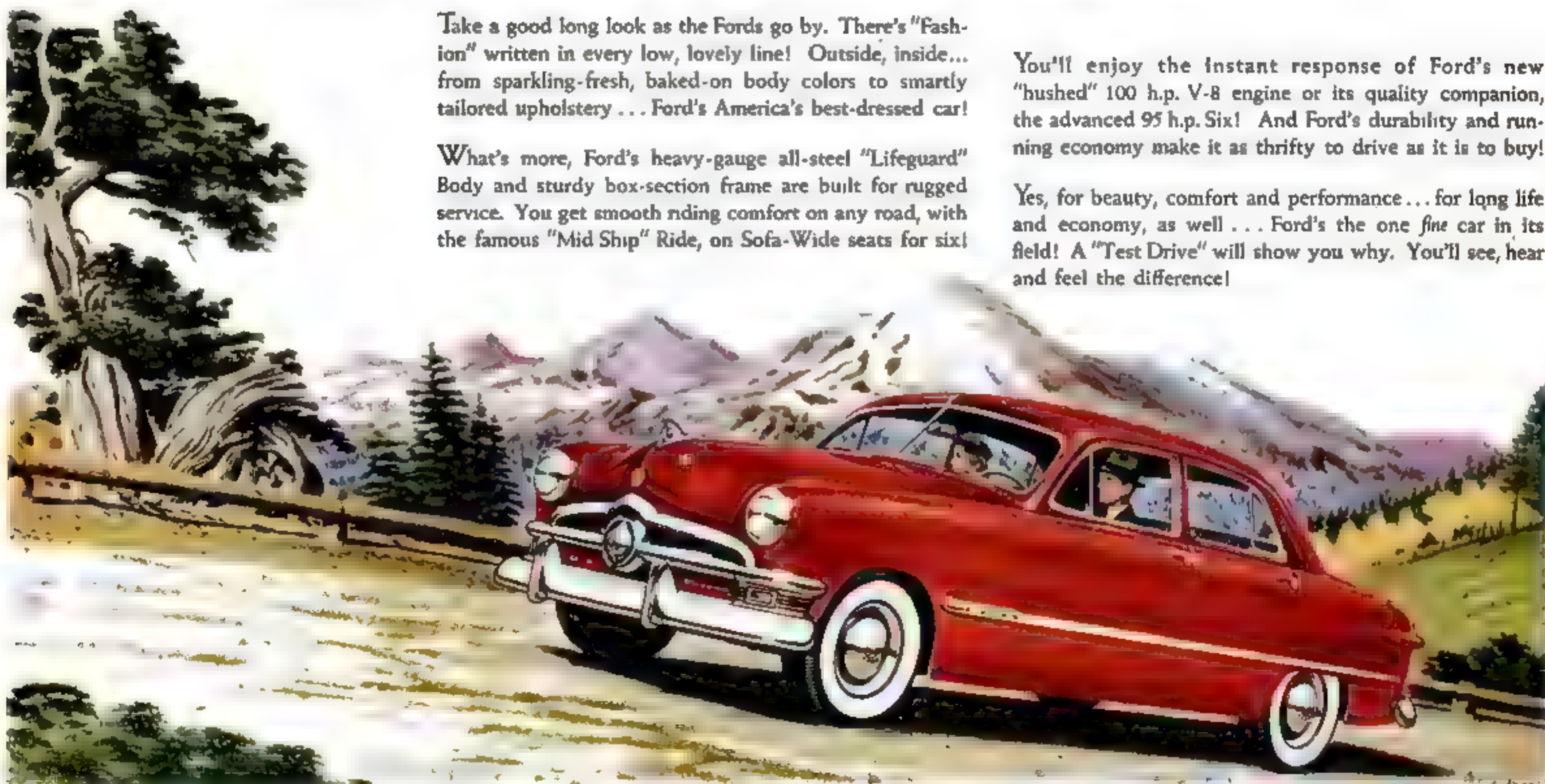
Handsome on the Highway... Husky and Smooth in the Hills!

Take a good long look as the Fords go by. There's "fashion" written in every low, lovely line! Outside, inside... from sparkling-fresh, baked-on body colors to smartly tailored upholstery... Ford's America's best-dressed car!

What's more, Ford's heavy-gauge all-steel "Lifeguard" Body and sturdy box-section frame are built for rugged service. You get smooth riding comfort on any road, with the famous "Mid Ship" Ride, on Sofa-Wide seats for six!

You'll enjoy the instant response of Ford's new "hushed" 100 h.p. V-8 engine or its quality companion, the advanced 95 h.p. Six! And Ford's durability and running economy make it as thrifty to drive as it is to buy!

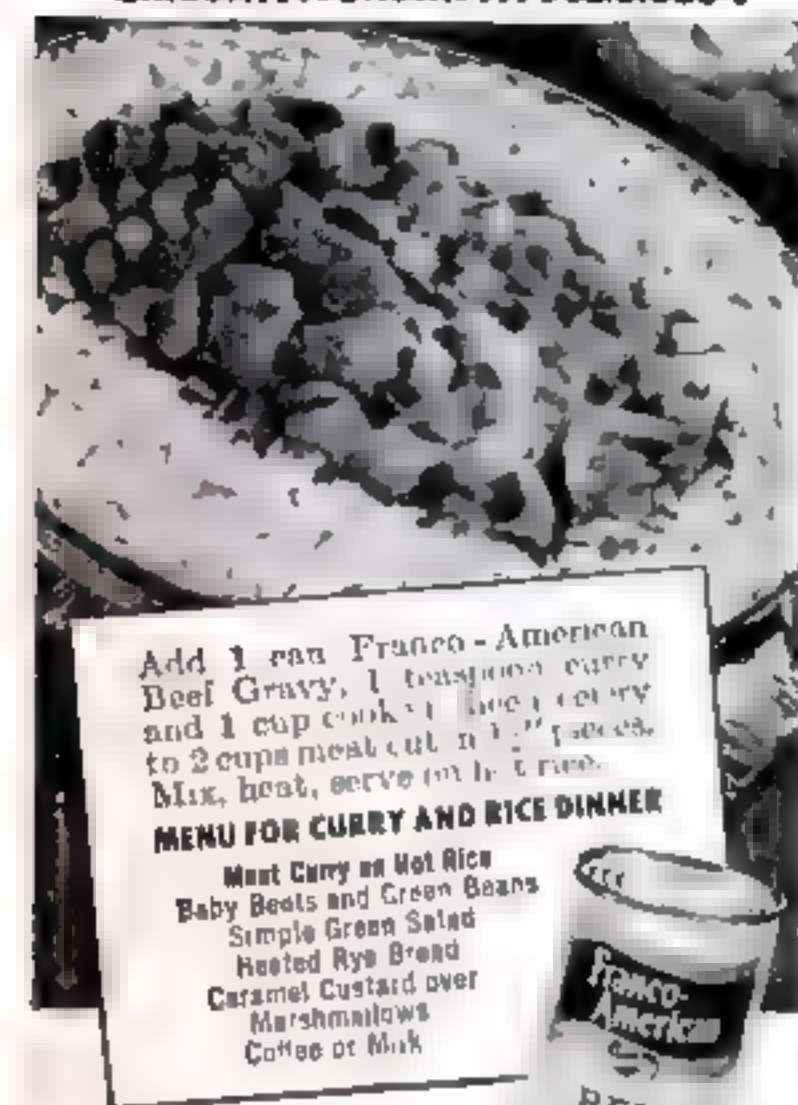
Yes, for beauty, comfort and performance... for long life and economy, as well... Ford's the one fine car in its field! A "Test Drive" will show you why. You'll see, hear and feel the difference!



"Test Drive" the Big New **FORD**

Perfect Gravy every time...

SMOOTH... BROWN... DELICIOUS!



Add 1 can Franco-American Beef Gravy, 1 teaspoon curry and 1 cup cooked rice to 2 cups meat cut in 1" pieces. Mix, heat, serve on rice.

MENU FOR CURRY AND RICE DINNER

Meat Curry on Hot Rice
Baby Beets and Green Beans
Simple Green Salad
Heated Rye Bread
Caramel Custard over Marshmallows
Coffee or Milk

Adds extra flavor

No more gravy failures! Make perfect gravy every time... any time... with Franco-American Beef Gravy. Made from fine selected beef. Has that real, roast beef flavor. All ready to serve—just heat. Get several cans today!

Franco-American BEEF GRAVY... READY TO SERVE!

HOW TO GIVE QUICK REST TO TIRED EYES

• Eyes tired? Feel as if you can't work, can't enjoy yourself? Then give them a quick rest—

• Put two drops of gentle Murine in each eye. It cleanses and soothes.

• In seconds, your eyes feel rested. Murine's seven ingredients help your eyes feel fine.

MURINE FOR YOUR EYES

MAJORITY VOTE

more than half the nation reads

LIFE

in the course of 13 weeks.



LETTERS TO THE EDITORS

CONTINUED

not possible with a simple pendulum such as you describe. Are these the result of multiple exposures, or double printing of more than one negative? Or does Mr. Hillman use a compound pendulum?

J. A. MCKINNEY

Cleveland, Ohio

• Hillman sometimes hangs a cord in a V shape from the ceiling, then mounts the flashlight on a single string tied to the point of the V. The resulting Y-shaped suspension acts as a compound pendulum.—ED.

SIGHTLESS SCULPTORS

Sirs:

When the work of Jeanne Kewell's blind students ("Sightless Sculptors," LIFE, Oct. 2) was exhibited in New York, one of the visitors was Helen



Keller, one of our greatest contemporaries. I took this picture while she was studying one of the heads.

AL LEVINE

New York, N.Y.

REGENTS vs. PROFESSORS

Sirs:

The article "The Regents vs. the Professors" (LIFE, Oct. 2) leaves me with a sick feeling in my stomach. This subject is close to my heart as I have discussed it many times with the men in our shop. We would all be proud to say we are not Communists, never have been and—by the grace of God—never will have it forced on us!

JACK FAUS

Burien, Wash.

Sirs:

... If they are Communists, I can easily understand their reluctance. If, however, they are patriotic Americans, they should realize the oath will be a great help in weeding out subversives, and will sign.

GEORGE W. SMITH

Troy, N.Y.

Sirs:

Would any real Communist engaged in activities subversive to the U. S. make himself suspicious by refusing to sign?

JANE ADE

Sarasota, Fla.

ALASKA

Sirs:

We want to praise the Alaska article (LIFE, Oct. 2). Having just completed a tour of duty in Kodiak, we know a bit about the area. The only trouble is, the pictures made us all so homesick for the place we are ready to turn around and go back tomorrow! The four children have already almost worn out our copy, poring over the familiar landmarks.

CAPTAIN PAUL F. DUGAN (USN)
San Diego, Calif.

CONTINUED ON PAGE 12

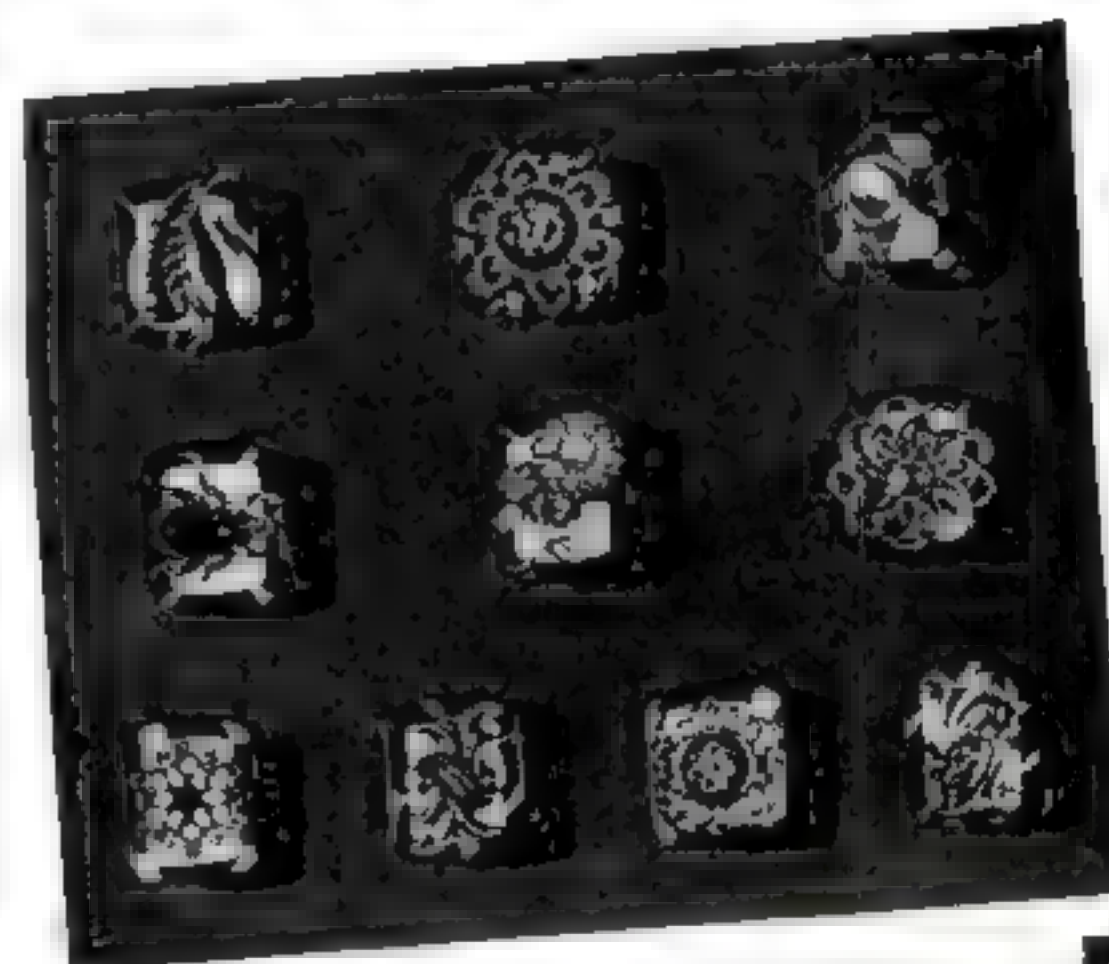


A NEW WAY TO HEAR—through a tiny jeweled pin!

THAT BEAUTIFUL MINIATURE brooch that adorns her smart fall suit is the new Sonotone Hearing Aid's amazing "Movable Ear"! And no wonder she's pert and poised—her secret is safe, her hearing is sure! Just a stunning piece of costume jewelry with no outside

connecting cord, a Sonotone exclusive! And the fashion-magic that conceals this outside microphone gives unmuffled, softest reception—besides banishing clothes-rubbing noise, even on swishy silk or taffeta. Nobody knows you're deaf! Clip coupon now.

Fashion takes a Front Seat in the Newest, Finest Sonotone!



THE TINY "MOVABLE EAR" is concealed by any of these ten beautiful "SonoCharms"—some gold, some silver, some classically simple, some saucily jeweled. And "SonoCharms" are inexpensive enough that you can flatter each costume with a different gay design, placed wherever it does the most for you—with no tell-tale outside cord. Yes, fashion takes a front seat. The new Sonotone gives you a front-row seat in life again!

FOR THE FIRST TIME in history, fashion has been welded to hearing aids—in an exciting, helpful fashion booklet just published by Sonotone. Written by a famous Fifth Avenue fashion authority, this entirely new approach to hearing problems is beautifully illustrated in full color, and crammed with fresh style ideas. And it's free! Just mail coupon below.

NO TELL-TALE OUTSIDE CORDS! NO CLOTHES-RUB NOISE!

A MAN WEARS Sonotone's exclusive "Movable Ear" under his tie, or even on his tie, or lapel, as a handsome pin or tie clip. Nobody notices he's deaf!

FREE! "FASHION—Your Passport to Poise"

An entirely new approach to hearing problems, by a famous Fifth Avenue fashion authority. Learn the many smart ways you can conceal a Sonotone so that it actually adds a touch of glamour to your costume. Clip coupon now for exciting details.



Sonotone Hearing Aids are accepted by the A.M.A.

SONOTONE

Box 408, Elmsford, New York

Please send me free booklet "FASHION—Your Passport to Poise", crammed with exciting style ideas illustrated in full color.

Name _____

Address _____

Apt. _____

City _____

State _____



Electre steem



All Plastic Base
ONLY \$5.95

AT DRUGGISTS
AND Electrical
Appliance Dealers

Safest Vaporizer
Ever Made!



Now announces the **FIRST and ONLY**

10 to 24 HOUR* VAPORIZER

that triples as a ROOM HUMIDIFIER-DEODORIZER

Split-second steam action helps give almost instant relief from stuffy, distressed feeling of nose and chest colds... Absolutely safe! Water in "remote water reservoir" never becomes boiling hot, can't burn or scald. Only 1 1/4 oz. water in heating chamber. "Insawall" construction keeps base cool... Automatically shuts off when water evaporates. Operates on AC only.

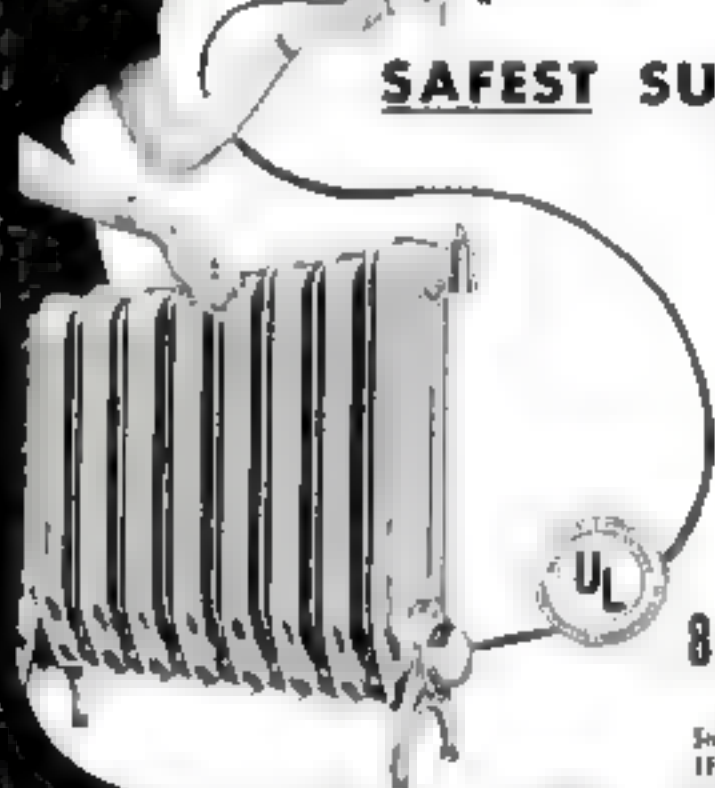
* Furnished with 48 1/2 oz. jar for 10-hour vaporization.
Use 1-gal. Mason-type jar for 24-hour continuous vaporization.

Deluxe Model: Satin-Finish aluminum, ceramic, plastic base

\$6.95

**Both models test run for over 12,000 continuous, grueling hours!

LIKE MAGIC!
PORTABLE STEAM HEAT
FROM ANY WALL PLUG!



and the

SAFEST SUPPLEMENTAL HEATER IN ALL THE WORLD!

Why risk the danger of burns from exposed, glowing element or flame-type heaters? Why chance carbon monoxide asphyxiation from faulty gas heaters?

Get on Electre steem — the original steel Portable Electric Steam Radiator for any average size room in your home that's hard to heat... for your office on holidays, for cabins, shops, motels, hotels, theatre ticket booths, etc.

8-Section Electre steem \$34.95
(Walnut or Ivory Finish)

Smaller and larger models also available.
If your dealer doesn't have one, write us direct.

**NEW!
IMPROVED!**

**8 Baby-Bottle
Sterilizer**



Easier To Keep Clean
Only popular priced sterilizer that sterilizes 24 hour supply at once!
safely shut off AC Current

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IMPROVED!**

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No. 1 ELECTRIC AVE. PARIS, KENTUCKY

LETTERS TO THE EDITORS

CONTINUED

Sirs:

The wrecked buildings shown at top right, page 96, were not Quonsets, as you say. The picture at top left, same page, illustrates how Quonsets withstand Arctic rigor. Not every arch-shaped building is a Quonset. The term is the registered trademark for all steel structures manufactured exclusively by us.

HERBERT K. LEWIS
Great Lakes Steel Corporation
Detroit, Mich.

MAGGIE HIGGINS

Sirs:

Here is a picture I took of Maggie Higgins ("Girl War Correspondent,"



LIFE, Oct. 2) riding back to Tokyo from Korea with fashion story in hand.

COMDR. HARRY CROSS (USN)
Fleet P.O., San Francisco, Calif.

PLANES AT INCHON

Sirs:

Congratulations on your excellent picture of the plane attacking a bridge ("Planes Pave Way for the Landing," LIFE, Sept. 25), but anyone who has flown four years in the Air Force knows that is not a B-26 but an A-26.

STANLEY P. JAMES
Lynchburg, Va.

● It was a Douglas Invader, known in World War II as the A-26 but rechristened B-26 in 1948 when all "A" designations were dropped. World War II's B-26, the Martin Marauder, is now obsolete.—ED.

BOY WHO PLAYED ALONE

Sirs:

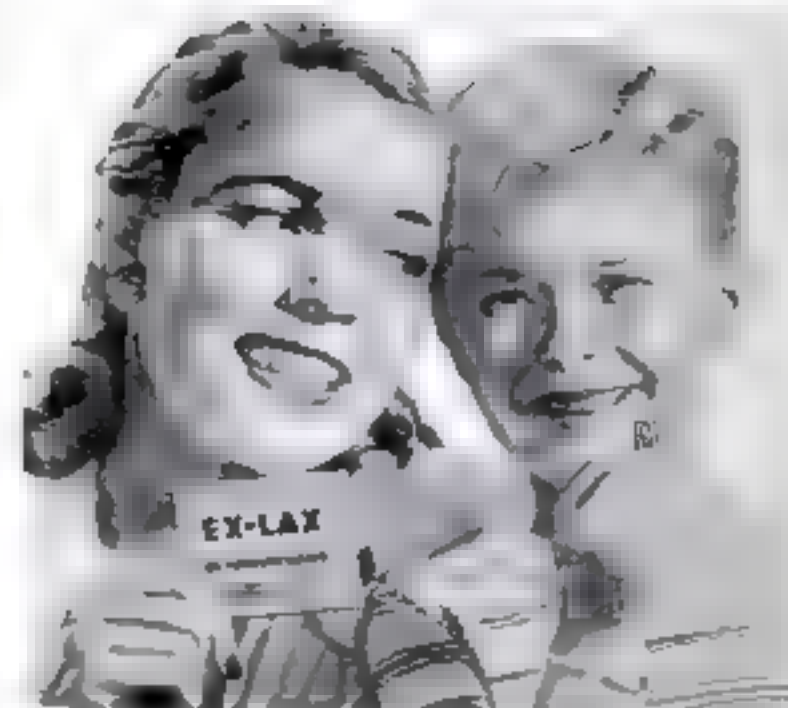
May I extend my compliments on "The Boy Who Played Alone" (LIFE, Sept. 25). I was especially interested because I happen to be deaf myself—a girl who played alone—only I'm grown up now. I was more fortunate than most deaf people in having parents who refused to let me consider my deafness a handicap. I attended public schools all my life and get along by lip reading alone. One thing you should have emphasized is that people who know you read lips shouldn't exaggerate their pronunciation. I've met people who could turn a simple word like "hello" into three syllables. The result is indeed humorous, but also confusing.

EUNICE P. JAMES
Hyattsville, Md.

PEAT BOG MUMMY

Sirs:

In the vaults of St. Michan's Church in Dublin, Ireland are bodies which have lain for centuries without de-



'Keep Regular' Pleasantly

Your child will enjoy
taking this tasty laxative

MOTHER, doesn't it hurt you when you have to force your child to take a laxative—over his loud objections?

Millions of mothers know the happy solution to that problem. It's Ex-Lax! Yes, that good chocolate taste really appeals to youngsters.

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RELIEVES PAIN OF
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NEURITIS

FAST

The way
thousands of
physicians
and dentists
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Anacin® relieves headache, neuralgia, neuritis pain fast because Anacin is like a doctor's prescription—that is, Anacin contains not just one, but a combination of medically proven, active ingredients in easy-to-take tablet form. Thousands have been introduced to Anacin through their own dentist or physicians. If you have never used Anacin, try these tablets yourself for incredibly fast, long-lasting relief from pain. Don't wait. Buy Anacin today.

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Hurting You?
Immediate
Relief!

A few drops of OUTGROW bring blessed relief from tormenting pain of ingrown nail. OUTGROW toughens the skin underneath the nail, allows the nail to be cut and thus prevents further pain and discomfort. OUTGROW is available at all drug stores.

CONTINUED ON PAGE 14

Who is she?

LISTEN TO WALTER WINCHELL. ABC NETWORK. SUNDAY NIGHTS



She's DuBarry beauty Leslie Ames... lovely exponent of the new 1950 look in make-up. Note how the camera catches the fine-textured "mat" finish of her complexion. She uses DuBarry Face Powder... beloved by models for its even spread of color, its gentle bloom and the way it clings for hours. Hypo-allergenic, too... good for your skin. Popular fashion shades, \$1.00 and \$2.00, plus tax.



DuBarry

BEAUTY PREPARATIONS BY

Richard Hudnut

Makers of the Richard Hudnut Home Permanent

PHOTOGRAPH BY LESLIE GILL. VEIL BY JARMON ET CIE. EARRINGS BY MARVELLA PEARLS

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OWN BY
JAY THORPE

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FREE! "How to Select Your Diamond Ring," a booklet of facts about diamonds and shopping. Write to J. R. Wood & Sons, Dept. L-8, 216 E. 43rd Street, New York 17, N. Y.

A. Lido Set. Engagement Ring, \$135. Also from \$92.50 to \$400. Bride's Circlet, \$62.50.

B. Riviera Set. Engagement Ring, \$200. Also from \$62.50 to \$1250. Bride's Circlet, \$16.

C. Chelsea Set. Engagement Ring, \$300. Also from \$200 to \$2500. Bride's Circlet, \$110. Groom's Ring, \$21.50.

Rings enlarged to show detail. Prices include Fed. tax and are subject to change without notice. *Trade Mark Reg.

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Diamond Rings

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LETTERS TO THE EDITORS

CONTINUED

composition, like the one in Denmark ("Peat Bog Mummy," LIFE, Sept. 25). This phenomenon is attributed to the peculiar desiccating qualities of the atmosphere, for the vaults are absolutely dry. Most visitors honor the custom of "shaking hands" with one of the corpses.

W. E. SMITH STALEY

Chicago, Ill.



ST. MICHAEL'S MUMMIES

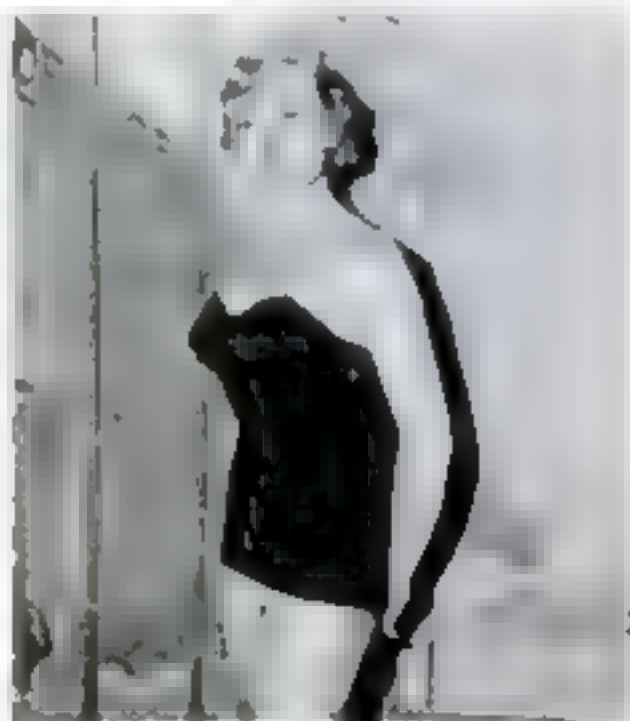
MISS TV

Sirs:

Having been teased by the picture of "Miss Television" ("3-Beauties-3," LIFE, Sept. 25), we'd like an undistorted view of her. From what we've seen already, we are considering making her our Battery B Pin-up Queen.

CORP. ROSS B. SCHER

328th Field Artillery Battalion
Chicago, Ill.



MISS TV

DEMOCRATS' COMICS

Sirs:

The Democratic party evidently believes the Big Lie ("Speaking of Pictures," LIFE, Sept. 25) will serve them as well as it did Hitler and still serves Stalin. The Brannan Plan strip, for instance, shows ladies figuring up what they would save on eggs in a year. The Big Lie omits the fact that all the "sav-

CONTINUED ON PAGE 18

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for two!*

The one hundred years of jewelry artistry that stand behind your Artcarved ring set it apart from all others.

Skill, born of a century's experience, enables Artcarved craftsmen to do a special job in strengthening, toughening, and hardening the precious gold for your ring. Then Artcarved experts fashion this gold into bands of uniform quality and carve it in designs that will last a lifetime. Yet for all of this, you pay no more. Look for the trusted name Artcarved in the ring, on the tag.

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Bride's ring . . . \$35.00

B. Groom's ring . . . \$22.50

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C. Groom's ring . . . \$35.00

Bride's ring . . . \$35.00

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Artcarved and **WOODCREST**

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**Stop storing colds
inside your pillows!**

PLAYTEX



U.S. TESTING COMPANY'S LABORATORIES* PROVE **PLAYTEX®** PILLOWS COMBAT GERM REINFECTION!

Tests show old-fashioned pillows contained millions of bacteria. **PLAYTEX Superfoam†** Pillows proved practically germ-free and germ-resistant.

When 16 different kinds of harmful bacteria and fungi were injected into the **PLAYTEX** Pillow by U.S. Testing Co., scientific tests proved the amazing germ resistant superiority of the **PLAYTEX** Pillow. Similar experiments showed that germ organisms thrived inside old-fashioned feather pillows!

Yes, while you sleep, the germ and fungus inhibit-

ing qualities of the science-perfected **PLAYTEX** Pillow check the spread of germs, combat germ reinfection! What's more, this amazing pillow is allergy-free, dust-free, mildew-proof!

For good health's sake—sleep on a **PLAYTEX** Pillow. No other pillow—foam or feather—has been so rigidly tested and inspected, has proved it *will not harbor*, will not breed germs! Throw away your old-fashioned feather pillow. Enjoy healthful sleep with **PLAYTEX**—America's greatest pillow value!

U.S. Testing Co., Inc. Report No. 10050

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no gift compares with
the gift of sleep!*



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packaged. In department
stores, furniture stores and
sleep shops, coast to coast.*

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REGULAR HEIGHT, in white, pink, or blue extra-fine Sanforized cotton cover, has nylon double-stitching for longer, stronger wear **\$9.95**

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*Also, luxurious non-slip rayon satin covers,
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Dover Del.



No other pillow offers you "staggered core" construction: the patented **PLAYTEX** feature that's scientifically designed to cradle your head in the most restful position. Millions of microscopic air cells actually "breathe"—keep the Pillow cool, buoyant.



Top quality—always! **PLAYTEX** Pillows are made of pure, first-quality latex, covered with longer-lasting, better-wearing Sanforized cotton pillow cases. Another reason why they are America's best-loved pillows—preferred to all other kinds, foam or feather!

Here's What You Need For A Cold—To Make You Feel Better, Fast!

RIGHT TODAY, DOCTORS THE COUNTRY OVER will tell you that of all cold treatments, the simplest and one of the most effective is "aspirin and as much rest as possible."

You need this treatment because it's important to you that you get relief from the headachy, feverish feeling—and the muscular aches and pains—that almost always accompany a cold. And BAYER ASPIRIN gives you this important relief. That's why it should be taken at the first sign of a cold—before you do anything else.

Regardless of what you do to stop or shorten a cold, we believe that your own doctor will tell you that this is sound advice.



FEEL BETTER FAST

And it's advice you can follow with complete confidence. For BAYER ASPIRIN is the medication used by millions of men and women to treat these distressing symptoms. One reason BAYER

ASPIRIN provides the amazingly fast relief you want is that it's actually ready to go to work in two seconds to make you feel better, fast.

You can see this two-second speed with your own eyes by dropping a BAYER ASPIRIN tablet in a glass of water and watching how fast it disintegrates.

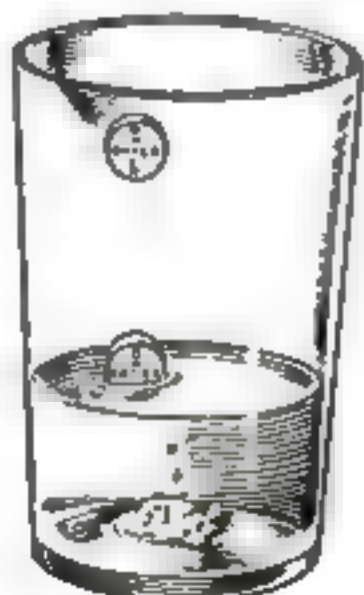


WHAT TO DO FOR SORE THROAT

Gargling with three BAYER ASPIRIN tablets dissolved in one-third of a glass of water will bring you remarkably quick relief from sore throats due to colds. Using BAYER ASPIRIN this way makes a highly potent medicinal gargle that almost instantly soothes tender throat membranes, relieves pain and irritation.

In addition to being highly effective, BAYER ASPIRIN is also wonderfully gentle. Its single active ingredient is so gentle to the system doctors regularly prescribe it even for small children.

Get BAYER ASPIRIN today. When you buy, ask for it by its full name—Bayer Aspirin—not just for "aspirin" alone.



Because no other pain reliever can match its record of use by millions of normal people, without ill effect, one thing you can take with complete confidence is genuine

BAYER ASPIRIN

LETTERS TO THE EDITORS

CONTINUED

ing" would be made up by the taxpayers, including the ladies pictured. . . .

DELMER F. HUBBELL

New York, N.Y.

Sirs:

Were they printed in Russia?

TREVOR W. ROE

Louisville, Ky.

1945 COVER GIRL

Sirs:

Five years ago you chose a 14-year-old Indianapolis girl named Joan Geisendorff as your cover girl (LIFE, April 2, 1945). Inside the issue you said she and her friend Wally Lee were known as "a gruesome twosome." I thought you might like to know that that school-day romance has now blossomed into a beautiful wedding. Here is a picture of the newlyweds.

CHARLES G. MINER

Indianapolis, Ind.



COVER GIRL



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at 9 Rockefeller Plaza
New York 20, N.Y.

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LIFE



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hats off to

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for greaseless
good grooming
and healthier
handsomer hair

says *Gregory the Greasepoll*

star of "THE MAN ON THE EIFFEL TOWER"
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DESTROYING* JERIS HAS
THIS FRESH, CLEAN-SCENTED
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Only JERIS brings you: 1. Greaseless good grooming. 2. Healthier, handsomer hair. 3. Scalp-stimulation: Daily JERIS massage helps promote healthy hair growth, relieves dry scalp, excessive falling hair. 4. Destroys dandruff germs* on contact. 5. Exclusive masculine fragrance: Daily use leaves hair clean-scented. Get JERIS today at drug counters—professional applications at barber shops everywhere. JERIS Hair Tonic won't discolor coat collars, can't soil shirts, stain hats or upholstery.

When I was Gregory the "Greasepoll"
No gels ever got in my hair.
Since I've switched to greaseless JERIS
Seems I can't keep
'em out of there.



JERIS Hair Tonic is not greasy to the touch, won't discolor coat collars, can't soil shirts, stain hats or upholstery.

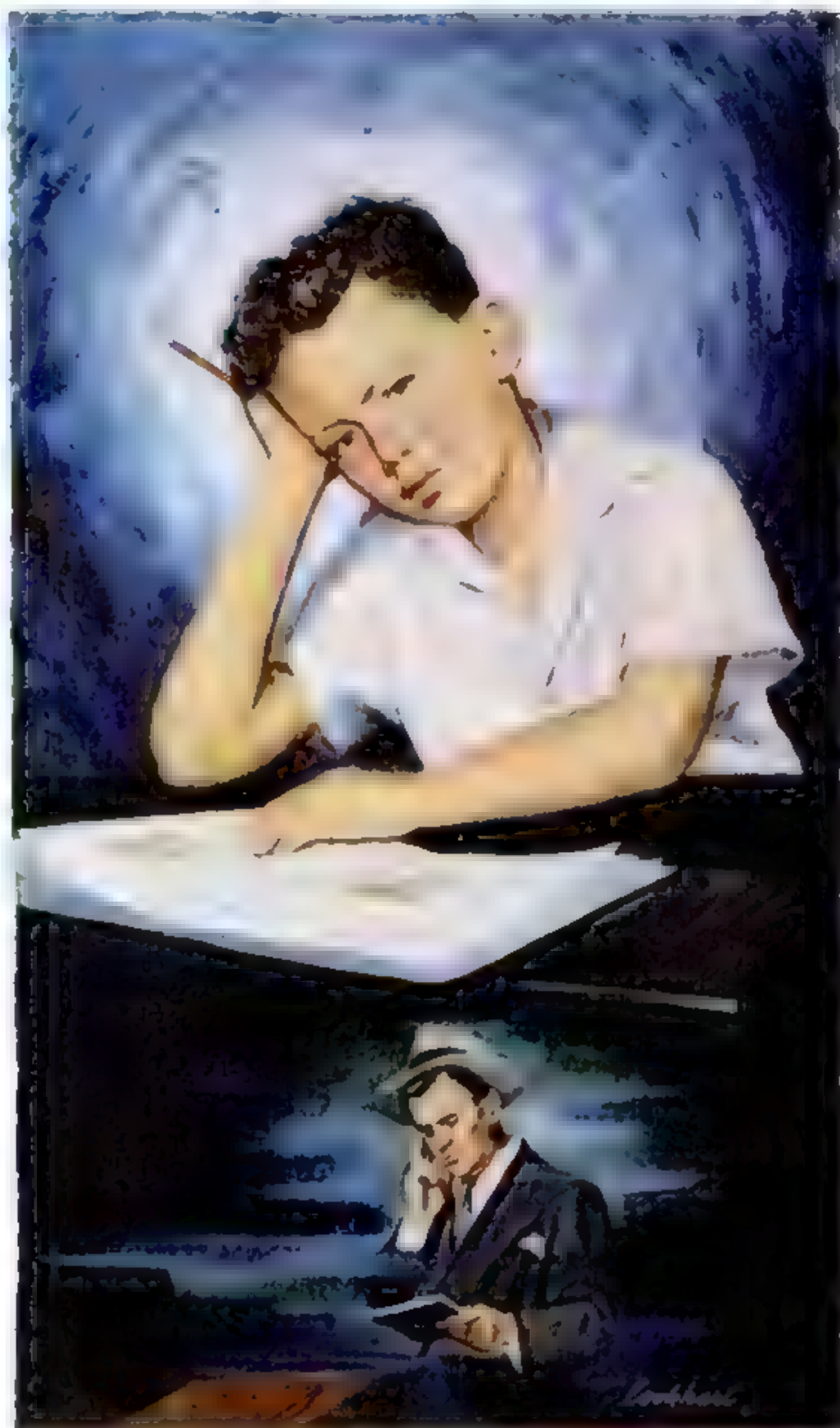
JERIS KILLS DANDRUFF GERMS* ON CONTACT. *Pityrosporum ovale, which many authorities recognize as the cause of infectious dandruff is destroyed on contact by JERIS Antiseptic Hair Tonic.

JERIS

ANTISEPTIC
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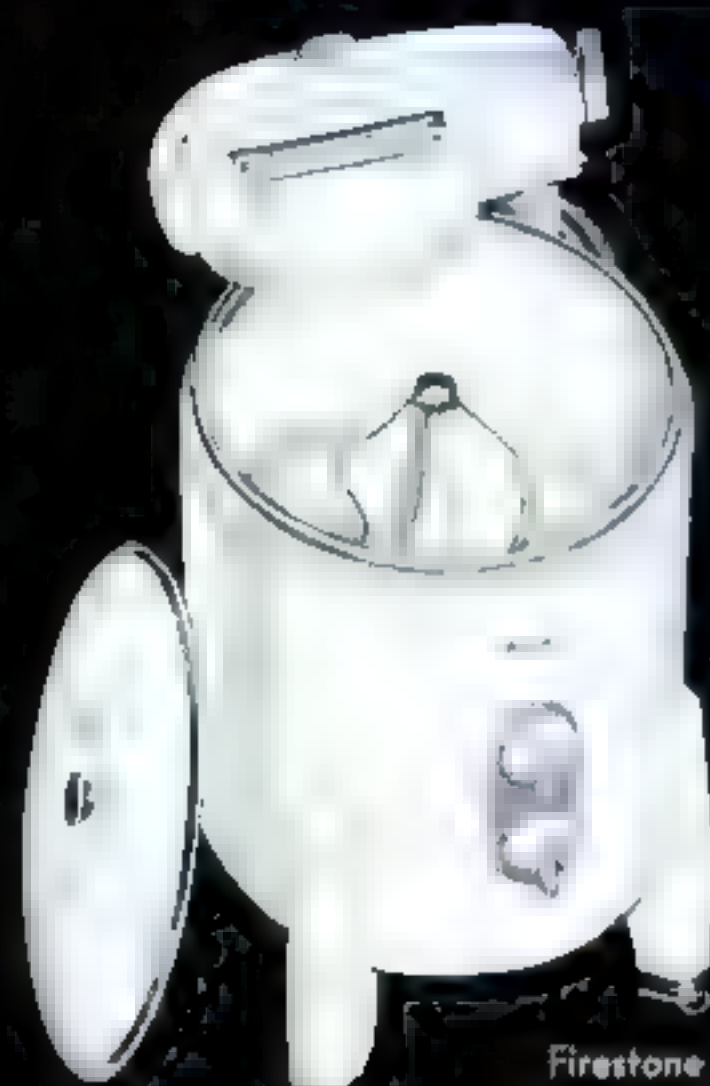
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AT NO EXTRA COST Always Buy...

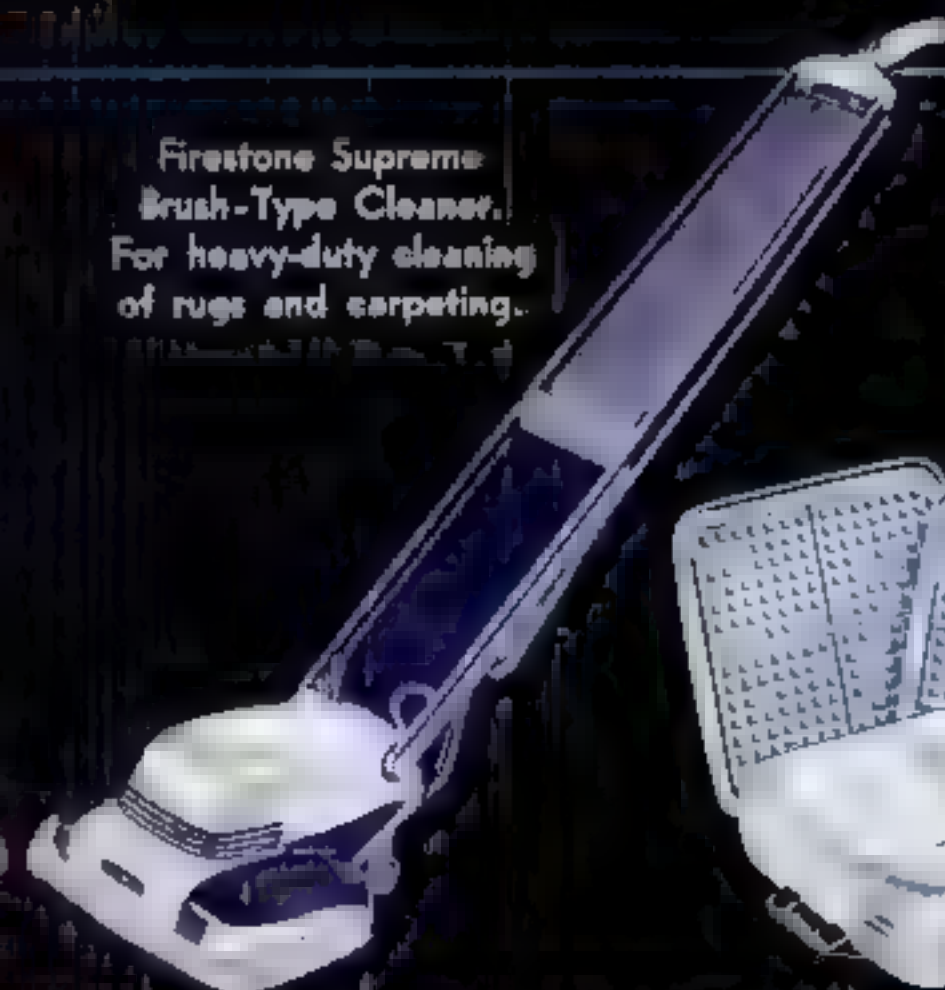
Home Appliances



Firestone 11-Cubic Foot Supreme Refrigerator. Up-to-the-minute refrigeration from top to bottom. Full-width freezer. Fruit basket. Door pantry shelves.



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Toasters of many makes and models



Complete line of waffle bakers, griddles and grills



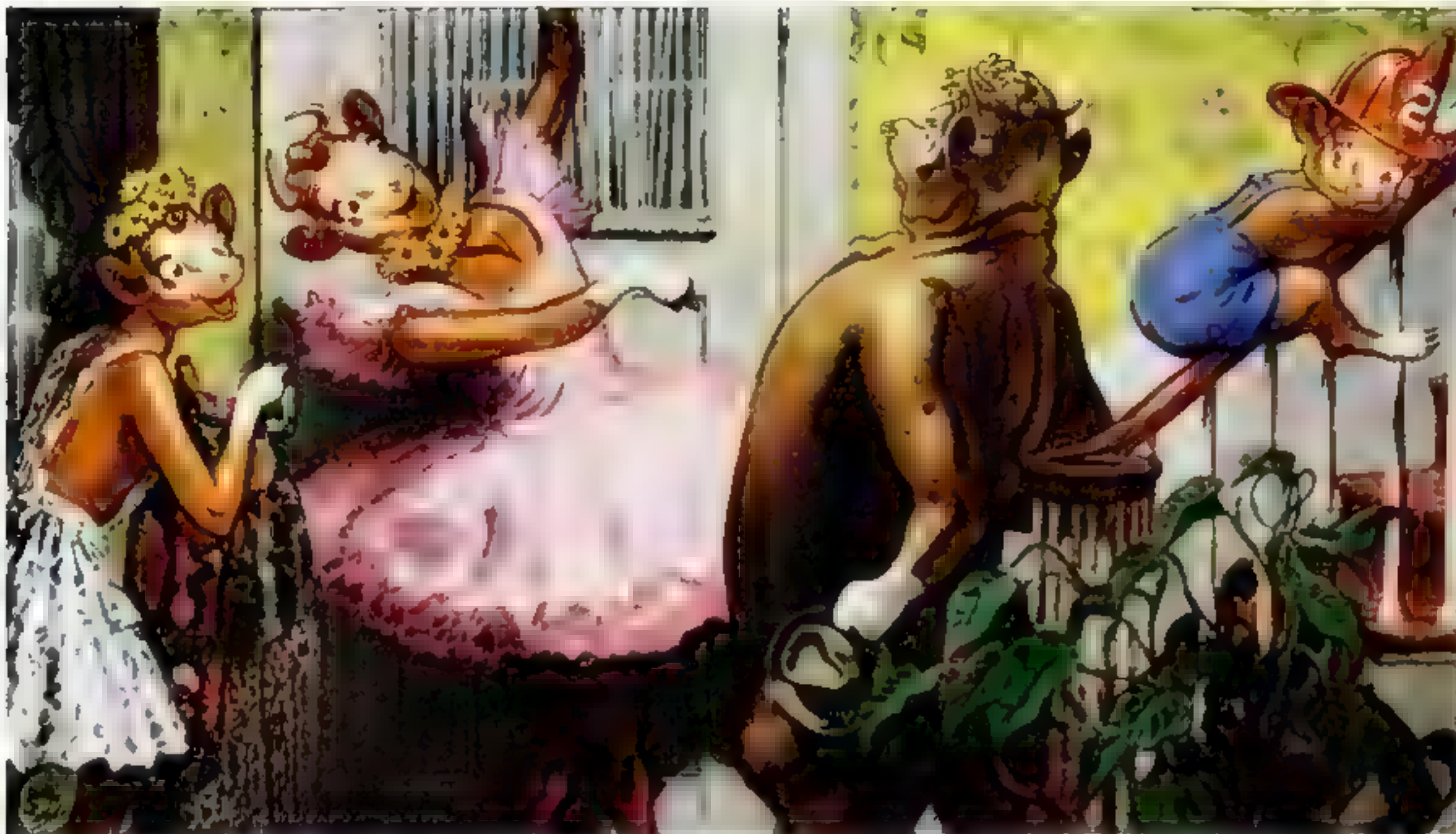
Electric mixers of many types



Many makes and models of coffeemakers



Westinghouse Electric Roaster



"Aren't men more prudish than women?" asked ELSIE, the Borden Cow

"I'm NOT prudish!" roared Elmer, the bull. "But it hurts my dignity to have my wife cavorting around the stage in a ballet costume!"

"Oh, dear!" laughed Elsie. "All the wives are in the Charity Ballet."

"They'd do more for charity," snapped Elmer, "if they stayed home where charity begins."

"We've stayed home long enough," said Elsie, "to make mountains of pies for the auction that follows the ballet. And I'll bet that the pies filled with Borden's None Such Mince

Meat bring the highest bids."

"It's not good for my dignity," frowned Elmer, "for you to work for Borden's. I'm the breadwinner."

"But it's no work to make pies with None Such," protested Elsie. "Borden's does the fixing and blending of flavor-full fruits and spices."

"AW, NUTS!" groaned Elmer.

"Speaking of nuts!" sparkled Elsie. "I must tell everybody about this month's extra treat, Lady Borden Buttered Pecan Ice Cream! Just think—big pieces of freshly

roasted pecans spread all through the creamiest ice cream ever!"

"All I can think of," moaned Elmer, "is you—on that stage!"

"Suppose," said Elsie, "I hadn't been invited to be in the ballet, and your friends' wives had—"

"I'd like to see them leave Elmer's wife out!" bulled Himself.

"Then let's get going!" urged Elsie. "I want to pass the word about the luscious special Lady Borden Ice Cream flavor. It's so good—if it's Borden's, it's GOT to be good!"

Fun with Food by Elsie the Borden Cow

SOUP'S ON! And well it should be—when it's as wonderful-tasting as the potato soup I want you to try tonight!

It's made with wholesome BORDEN'S MILK, so if the rest of your dinner is on the skimpy side, don't worry! Borden's Milk will nourish your family up like nobody's business!



Elsie's Potato Soup

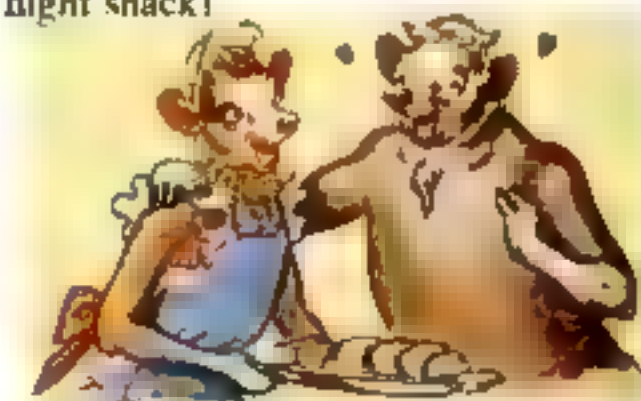
- 5 medium potatoes, pared
- 3 tablespoons butter
- 2 tablespoons grated onion
- 1 tablespoon chopped parsley
- 2 teaspoons salt
- 1 teaspoon Worcestershire sauce
- black pepper
- 1 quart Borden's Milk

Cook potatoes until tender in enough salted water to cover. Drain. Add seasonings. Mash potatoes. Gradually add milk. Heat over low heat, stirring constantly. Serve with toasted bread croutons, or sprinkle with Borden's Grated American Cheese. Makes 4 to 5 servings.



SCORCHING TIP: If you should scorch milk, don't dare throw that precious goodness down the drain! Put the pan in cold water, add a pinch of salt and it'll be fine for cooking!

HAPPY THE HOSTESS who is smart enough to serve lots of Liederkrantz Brand Cheese with fresh rye bread (get it with caraway seeds!) for a Saturday night snack!



You—and your guests—will just love Liederkrantz with its golden, full-bodied flavor! Once you try it, you'll want it again, not only for snacks, but to serve as dessert.

Put Liederkrantz on your marketing list for today!

IF IT'S
BORDEN'S
IT'S GOT TO BE GOOD!

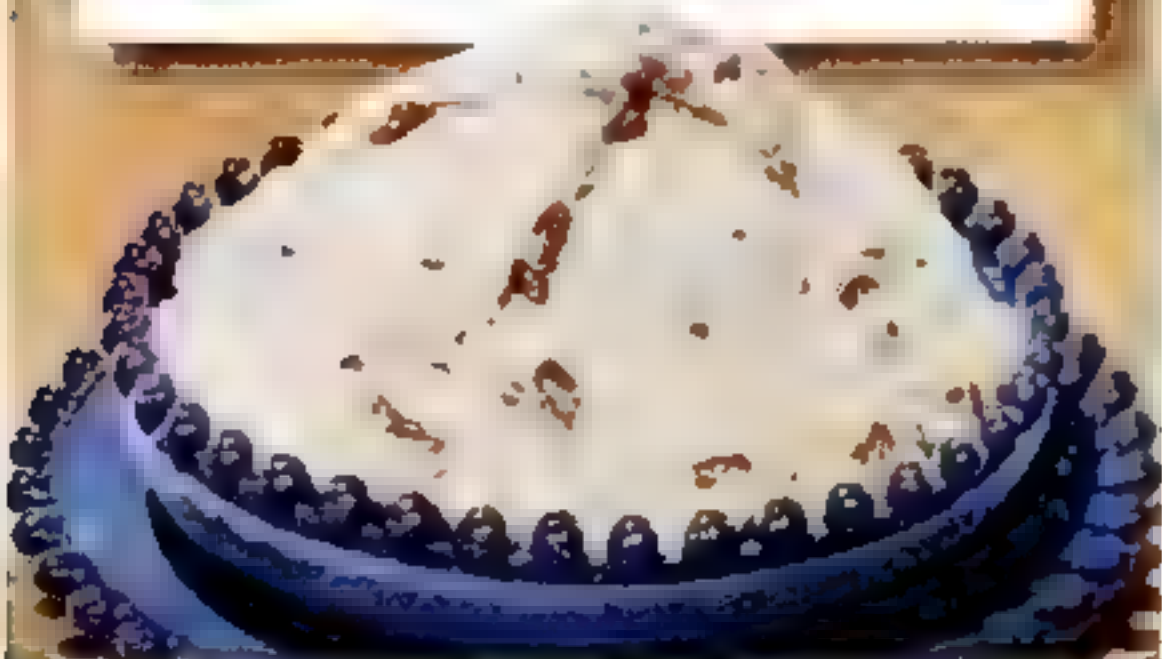
©The Borden Company

Just Out—and Wonderful! Buttered Pecan



Lady Borden Ice Cream

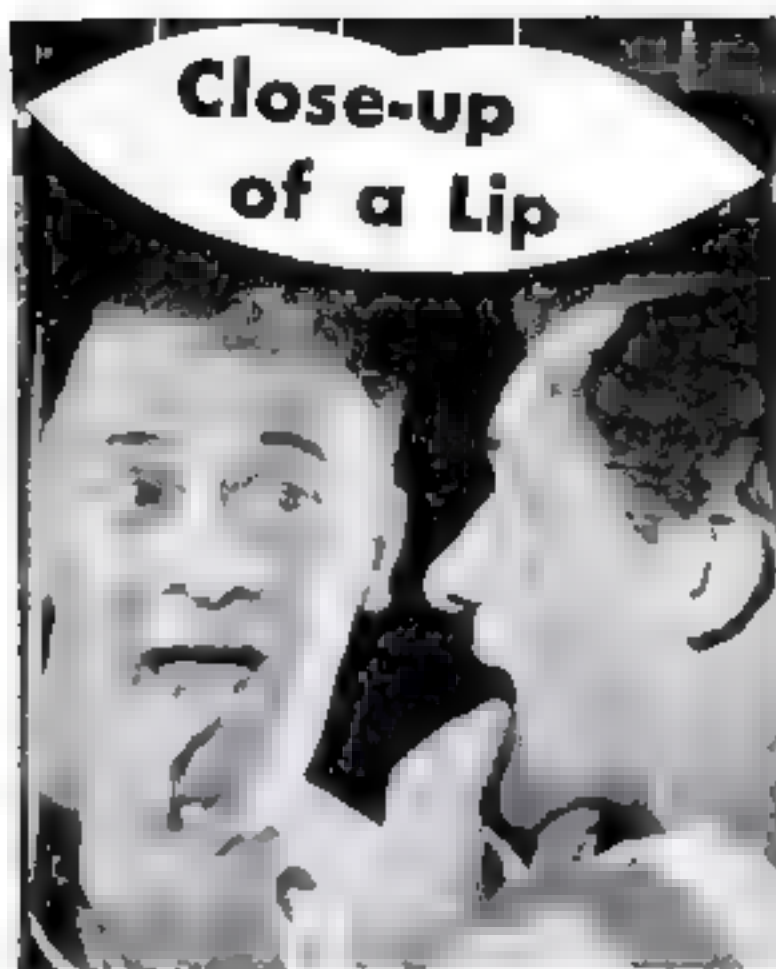
"Lady Borden Ice Cream comes to you in a round Burgandy-colored package," says Elsie. "It's featured where you see the Borden sign!"



Borden's None Such Mince Meat is the real old-fashioned kind!

"It's the kind you got at Granny's," says Elsie. "Rich with sunny flavored fruits and warm with savory spices. Made with '1 choice ingredients, and flavor-aged according to an old New England recipe. Borden's None Such is truly the grandest mince meat that ever filled a pie. Get it in no-work, ready-to-use packages or condensed form."





When you rise in the morning, take a look—Are your lips rough, dry and parched? Has wind and weather chapped them, cracked them, made them smart? Try famous 'CHAP STICK'!

Specially medicated, specially soothing, and the only antiseptic lip balm. Rates tops with young and old in every walk of life. Carry 'CHAP STICK' with you wherever you go. Pocket-size... easy to apply... brings swift, lasting relief.

Buy a personal 'CHAP STICK' for everyone in the house. Their lips will thank you.



And—if you work with your hands—use **Chap-ans**! The hand cream made for men. Antiseptic. Specially medicated, brings swift relief to chapped, calloused, work-sore hands. In generous men-sized tube. At drug stores.

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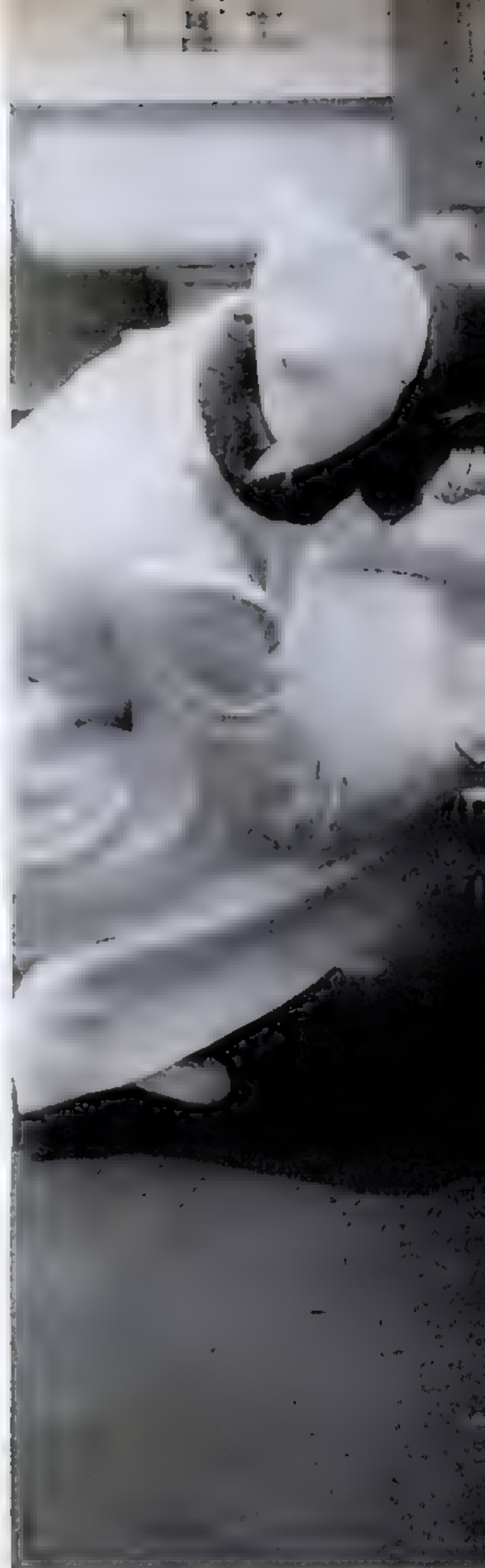
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STAIR-SCRAMBLING is favorite game of 2 year-olds at the Pittsburgh Home for Babies. Below: at

Irene Kaufmann Settlement House, young students work in art class, one of the settlement's 50 activities.



POTTY-BACK RIDERS AT PITTSBURGH'S

SPEAKING OF PICTURES



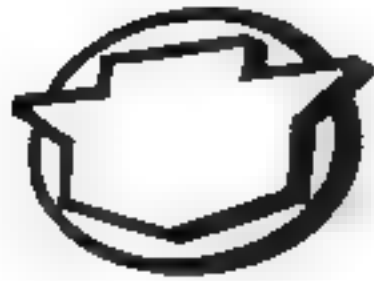
BABY HOME SHOW CURIOSITY AND EXASPERATION FOR PHOTOGRAPHER. THEY SIT BACKWARD SO THEY WON'T FALL OFF OR IN

Taken for a Pittsburgh drive, these set a new high in money-raising appeal

As a rule the photography which supports a drive to raise funds is worthy but uninspired—full of posed situations and posterish effects. The pictures on these pages, taken in Pittsburgh, Pa. to help the Community Chest drive currently being held there and in most other U.S. cities, are a welcome exception. Three professional photographers, working on assignment from the

University of Pittsburgh's newly established Photographic Library, spent the better part of two months to get them. The library's chief, Roy Stryker, who directed the Farm Security Administration's famous staff of documentary photographers in the 1930s, sent his staff on visits to baby homes, hospitals, settlement houses, on calls with nurses and family counselors. The

problem was to convince welfare workers that the real thing was more dramatic than any set-up. Their painstaking photographic legwork recorded the activities of many of the 92 agencies which receive Community Chest funds. Their pictures, now on exhibit in Pittsburgh's Carnegie Museum, should go a long way toward pushing Pittsburgh's drive over its \$4,750,000 top.



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Florsheim stormy leather



The viking, S-1378, double-turn tip and storm welt.

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COMMUNITY CHEST CONTINUED



TROMBONISTS at the Holy Family Institute practice for Sunday visitors' concert. Institute is for homeless children from nursery through high school age.



SLUM CHILD in Pittsburgh's Wood's Run district half-opens the door to peer at case worker and photographer.



DISTRAUGHT TRAVELER came from Cleveland, lost her daughter's address. Travelers Aid gave her lodgings, found daughter in town 50 miles away.

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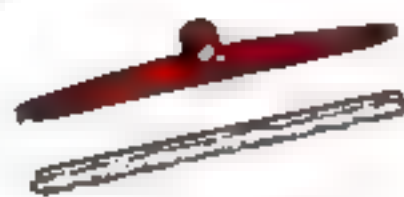
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LIFE'S COVER

Of all the great old comics who are being tapped for television this fall (pp. 81-86), the one who profits most by the new medium is Ed Wynn. With his cock-eyed suits, mad millinery and incredible inventions, Wynn must be seen to be fully appreciated. After nearly 50 years in show business Wynn settled down a couple of years ago in California. Last year he did his first TV there. This fall he moved to New York so his new TV revue could have a "live" telecast over a greater area. Ed Wynn gets \$15,000 for each of his 11 monthly performances over NBC.



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LIFE

Vol. 29 No. 17 October 23, 1958

5

MR. BARKLEY BARNSTORMS

PHOTOGRAPHED FOR LIFE BY LISA LARSEN

Like Lucius Quinctius Cincinnatus, who quit his plow at 80 to quell a Roman civil war, the Vice President of the U.S. does not let age come before duty. Last week Alben Barkley's duty was clear. President Truman's own traveling could not be frankly political, yet the state of the nation's politics was such that somebody had to get out and make the sleeper jumps. So the Veep, in his 73rd year, set out on a 17-state, 42-speech electioneering tour. Each night the old Kentuckian, barefoot and in gray pajamas, sat on his hotel bed or his berth in a chartered DC-6, studying speeches and places. Each morning after, he was busy rallying the faithful, cheering the doubtful and putting the fear of God into the hearts of the Republicans, who, he says, can do nothing but "look for cracks in the great highway we have paved toward progress."

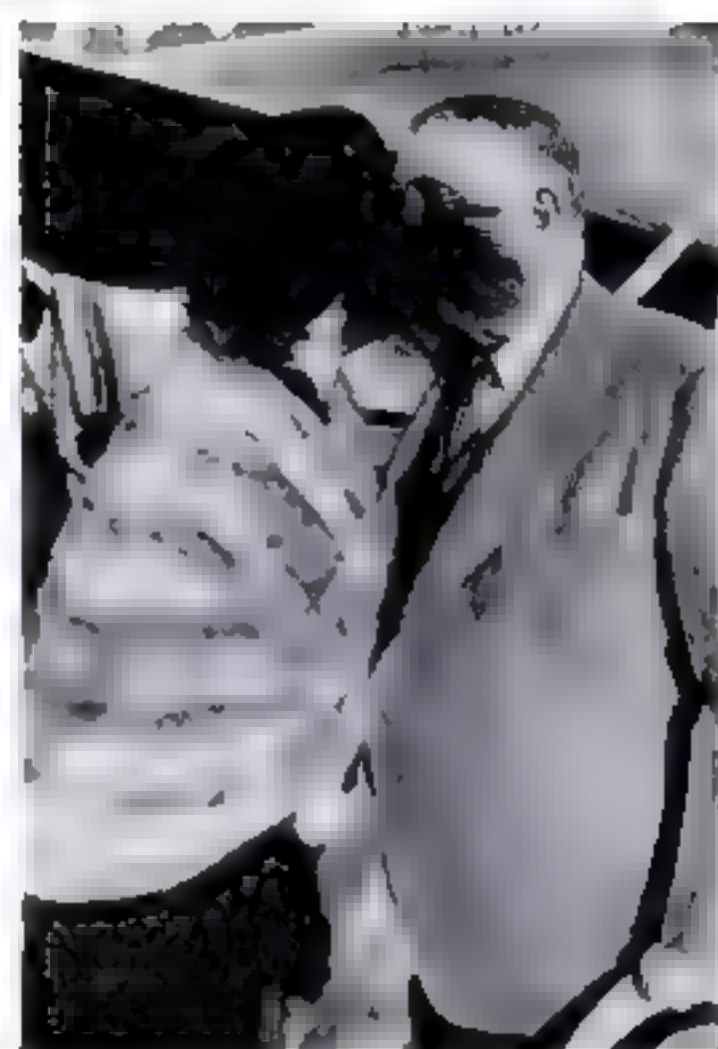
WESTWARD BOUND, THE YEEP GETS A SEND-OFF FROM HIS WIFE



GREETING Vice President, his bride of 11 months, the former Jane Hadley, takes him off to luncheon at the Park Plaza during a 3½-hour stop in St. Louis.



SURPRISING his wife when they got back to the airport, Barkley presents her with a big box of flowers taken from his chartered plane, which was rechristened the *Blue Grass* for the duration of his tour. A thoughtful husband, he later sent her a box of chocolates from San Francisco, a box of apples from Yakima.



KISSING him goodbye, she hides his face with her feathery new Lily Daché hat. "Like it?" she asked him. "A poor bird got shot for that?" he countered.

THE CROWDS ALWAYS ENJOY HIS DURABLE JOKE, AND SO DOES HE



WATCH JOKE came to mind at Shreveport. Once in a long speech, he recalled, he put watch to his ear; a heckler yelled, "Want the time? I've got a calendar!"



G.O.P. JOKE, told here at San Diego, is a sight gag. "For 18 years," he tells crowd, "the Republicans have been looking through a knothole."

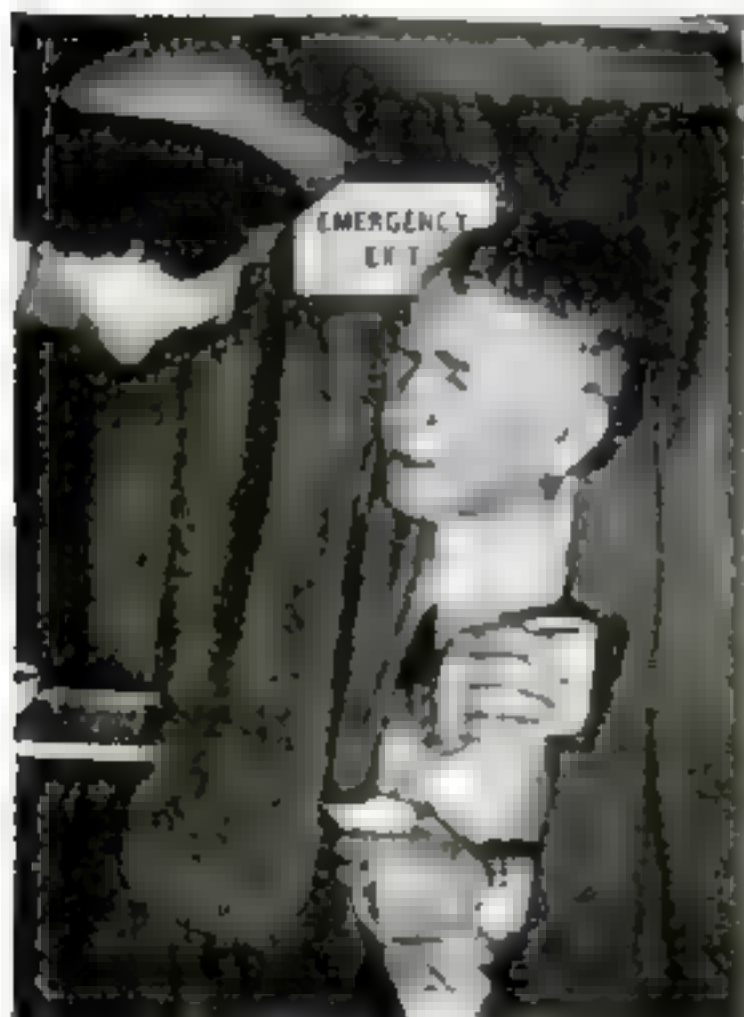


WATER JOKE requires a shill who hands him a glass of water. He rejects it with faint shudder, saying, "I don't drink water—I am a Kentuckian."



JOKE OVER, he puts on pleased look, laughs it up; whereupon crowd laughs all the harder, as this crowd did even after \$100-a-plate Los Angeles dinner.

THE OLD KENTUCKIAN EATS ON THE FLY, DRINKS NO BOURBON



EYE-OPENER of coffee is brought to sleepy-eyed Barkley by United Airlines stewardess on long haul between Shreveport and San Diego. He likes to sleep late.



BREAKFAST, just before arrival at San Diego, finds the Vice President in his pajamas and polka-dotted robe at his seat in the front of the plane.



LUNCHEON at Yakima was canceled to make up time. Barkley got sandwiches on plane, ignored them, ate grapes, got seed stuck in his teeth.



SNACK at bedtime consists of Shredded Wheat, milk. "Soothes your stomach," he says. Offered bottles of bourbon at every stop, he touched not a drop.

HIS REAL JOB: TO HELP THE CANDIDATES



AT OSHKOSH Veep hucks up Tom Fairchild, 38, who is making a surprisingly strong bid to take away Alexander Wiley's Wisconsin G.O.P. Senate seat.



AT WATERLOO he sees Lester Gillette (left), who is running for governor of Iowa, and A. J. Loveland, opposing Senator Bourke Hickenlooper.



AT JOPLIN airport he is greeted by Tom Hennings, who is proving effective in his Missouri Senate race against Republican incumbent Forrest Donnell.



AT LOS ANGELES' Olympic Auditorium he gives James Roosevelt (left) an appreciated plug. Jimmy is unlikely to unseat Earl Warren as governor.



AT OAKLAND he has a courtly handshake for Helen Gahagan Douglas. The Senate, Barkley observed, "could stand another dose of brains and beauty."



AT SEATTLE he trades grins with Senator Warren G. Magnuson. "Maggie" is the odds-on favorite to beat energetic C.O.P. W. Walter Williams.

HIS PROBLEM: NOT TO BE DISCOURTEOUS



AT TACOMA, AS ELSEWHERE, WOMEN PRESS FORWARD TO CLUTCH HIS HANDS



HE CLUTCHES IOWA DAIRY QUEEN...



...AND CHANTEUSE DINAH SHORE...



...AND HOSTESS LOUISE LEGRIS...



AND IS HURT BY COLUMNIST RUARK

HIS WAY WITH THE WOMEN was attacked by Robert Ruark who wrote: "In every family some hoary old goat . . . [drools] over the pretty young things . . . under the mask of avuncular immunity." Barkley was offended: "It's hard to turn a woman down when she asks you for a kiss," he said. "It's discourteous."



YOUNG VISITORS at Seattle, high school editors, join his televised press conference, ask him about universal military training, are told it is likely to pass.



ENTHUSIASTIC ONLOOKERS in Joplin, Mo. give Vice President a big hand as caravan heads for Hotel Connor. His plane stopped overnight at Joplin.



EARNEST ORATOR at Waterloo, Iowa, Veep delivers an hour-and-a-quarter speech in Lincoln Park. During his talk, crowd swelled from 2,500 to 5,000.

AN OLD CAMPAIGNER TAKES PROBLEMS OF TRAVEL IN HIS STRIDE

The hop-skip-and-jump itinerary of the Barkley bush-beating trip was set by Merl Young, an astute Missourian whose wife Loretta is one of President Truman's secretaries. Young went along to keep things moving, the local politicians happy and national headquarters informed of progress by daily phone calls. The tenor of the tour, however, was set by the Veep himself. Brimming with confidence, good humor and energy, the old campaigner had a quip for every occasion, a compliment for every audience. Whenever he faced a crowd of youngsters he sallied gaily, "You're probably not old enough to vote for me now, but you will be before I stop

running." For older audiences he had an un-failing piece of gallantry: "As I look at the faces of these beautiful women and handsome men, I think for a moment I'm back in Kentucky." His speeches were studded with as many allusions to youth, age and biology as to politics. In San Francisco he enlightened a crowd in the Fairmont Hotel's rococo Gold Room on the reason the House has a Foreign Affairs Committee and the Senate a Foreign Relations Committee. "When I was in the House, I was told that the difference was that senators were too old to have affairs," he explained. "They only have relations." Here and there the inevitable

minor mishaps occurred. In Tacoma the Veep's plastic key to the city fell onto the reviewing stand and broke; a motorcycle cop had to scoot to city hall for another. In Los Angeles a waiting crowd of Democrats rushed an arriving plane, then fell back in confusion when Governor Earl Warren stepped out. (He left before his victorious rival for the vice presidency arrived.) Otherwise the trip was going off without a hitch, although what votes it was catching nobody could tell. Enjoying it all hugely, the star of the road show intended to keep up his pace right to election eve, when he had a date to ride in a motorcade in Paducah, his old Kentucky home.



HIS LAUNDRY could be done in San Francisco for the first time in a week because he was to return there to meet President Truman. Here he sorts his shirts.



HIS THINGS are neatly packed in his bag, showing the training of years of political sleeper-jumps. For such personal chores he sees no need for a valet.



HIS AIDES, Charles Shaver (left) and press-relations man Lee Parsons, wait backstage with his hat and coat while he speaks in a Yakima, Wash. theater.



MR. BARKLEY IS A MAN WHO RELAXES EASILY:
HE CATNAPS EVEN ON FLIGHT OF HALF AN HOUR

WHY NOT SWAP HORSES?

CAN'T SEE THAT "T"

The football season is on again—which means that for the next few weeks we shall all be able to pay our money to sit out in the cold and try to guess, the game being what it is today, what the devil is going on out there on the field. The T-formation may be the greatest invention in football offense since the subsidized halfback, but it has certainly loused up the spectators. We get a brief glimpse of the football when the referee puts it down on the field. Then a center gets over it and swallows it up, and we never see it again until the play is over and the referee finds it for us. In the meantime the center has surreptitiously handed it to the quarterback, who has hidden it under his jersey for awhile, has pretended to hand it to the right halfback and the left halfback, both of whom put on an elegant act of running it down the field, and has finally slipped it into the back pocket of somebody we hardly knew was there. Until the T-formation goes, and we hope the day comes soon, we recommend that the colleges save money by leaving the lights off at their night games. Wouldn't make a bit of difference to the spectator.

ARE PEOPLE NECESSARY?

A firm in New Jersey announced the other day that it will henceforth use a mechanical brain to decide which of its workers, if any, should get promotions. You feed in everything you know about the workers, including aptitude tests, education and hobbies; you pull a switch and, whammo, just like that the brain tells you its first, second and third choices for the better job. Up to this point the whole idea is appalling to us, but now comes a comforting postscript. The firm has admitted, somewhat shamefacedly, that after the brain has done its work the final decision will be based on personal interviews. We sometimes fear that science is making man obsolete—but just when we are about ready to give up, something like this restores our faith. The machine proposes but the personnel manager, who we hope is not oblivious to a man's sense of humor or a woman's ankle, disposes. The airplane goes 1,000 miles an hour, and poets write about skylarks. The geneticists tell us whom to marry, and then we meet a girl at a dance. Someday that wondrous mechanical brain in New Jersey will develop a short circuit and will sit there cold and useless until a young lady who flunked physics in high school comes along and fixes it with a hairpin.

Last July, when the battle in Korea was hanging on the edge of disaster and everybody from Washington to Walla Walla was wondering what Louis Johnson and Dean Acheson had been doing to earn their pay, the Democratic party's leaders were in a blue funk. The American voter, although he takes a patient and somewhat resigned attitude toward his politicians, can be a holy terror when aroused—and in our past history the political penalty for the kind of failure we were experiencing in Korea has traditionally been a quick retirement to private life, often one step ahead of the tar and feathers.

Yet even in the most despondent days of July the Democrats could see a ray of hope. An article in *LIFE* reported that the Democrats were hoping for an October that found "the U.S. troops rolling up toward the 38th Parallel, with the Korean Communists obviously on their last legs and no immediate trouble visible anywhere else in the world"—in which case the President could go out to the West Coast and "report to the people" as a victorious Commander in Chief, an architect of a full economy and a prophet of the Fair Deal as a hope for the peace. "In October, if October is the kind of month the Democrats pray for, that sort of talk would be very strong medicine. . . ."

Well, October has turned out to be that kind of month. The troops are not just approaching the 38th Parallel; they are pushing beyond it. The Korean Communists are licked regardless of how much painful damage they still inflict. Although there is a lot of trouble simmering all over the world, none of it is boiling up in clear view of the voters. The President has indeed been "reporting to the people" on the West Coast and apparently plans to do some overt campaigning in the next few weeks. The Democrats have come so far since July that you will soon be hearing the confident slogan: "Don't swap horses in the middle of the stream."

"Don't swap horses," first applied to politics by Abraham Lincoln, has been a potent slogan in the past. It helped re-elect Woodrow Wilson in 1916 and Franklin Roosevelt in 1936, 1940 and 1944.

Like all folk sayings, it has a homely ring of wisdom. But it all depends on the horse, and it all depends on the stream.

President Truman, Louis Johnson, Dean Acheson and the Democratic party did not win for us in Korea. We are winning because Americans are first-rate fighting men even when badly outnumbered because we humbled into a war. And because American industry can produce first-rate weapons even when the program for procuring weapons has been gutted by a defense secretary who thought he could outshout the enemy. And because among our military leaders we have men, in this case notably General MacArthur, who are great strategists even though out of favor with the Administration. By every standard of diplomacy, preparedness and military policy we were let down by our Administration. The fact that the Adminis-

tration was bailed out by our soldiers, and that Louis Johnson was finally fired, has made us all feel better but should not obscure what really happened. We got as far as we did across the stream not because of our horse but because we are good swimmers.

The stream itself—and it is necessary to think about this even though we should never take anything away from the gallantry of our soldiers—was nothing much. What are we beating in Korea at such vast cost in our soldiers' lives? Half a tiny nation, smaller than Florida and completely backward by any Western standards. What are we winning? Nothing but a respite in the struggle against Communism—and this only if Stalin, who could throw the same sort of switch in half a dozen other places and may be doing so even now in Indo-China or Greece, decides to let us alone. Although July has given way to October, the important thing about Korea is not that we are winning—which should have been taken for granted had our national leaders not failed us—but that we came so dreadfully close to losing. We were within inches of being completely surprised, defeated and humiliated, and having tens of thousands of our men massacred, by a country with a 15th of our population and a 64th of our size—and we should never forget it. It is a poor horse that cannot be trusted to get us across the creeks in a world where we still have some mighty big rivers ahead.

There is really only one issue just now in U.S. politics, and that is the question of how much wisdom, foresight and efficiency we demand from the men who run our government. In other words, how good a horse are we entitled to? Have we grown so complacent about politics, or so confused by political ideology, that we no longer care how well our politicians serve us—or do we still insist, as we have insisted from the beginnings of our nation, that when a political party fails us we throw the rascals out?

As the readers of this page know, the editors of *LIFE* have profound ideological differences with President Truman and the Fair Deal; we approve of the Republican philosophy, which we conceive to be freedom of enterprise, as against the Democratic philosophy, which we conceive to be statism. At the moment, however, we feel that this is not the decisive point. If a Republican administration, no matter how dedicated it was to the principles in which we believe, had brought our nation so close to disaster, we would urge in equally strong terms that the party should be rebuked at the polls. In the last analysis politicians have to be judged by their actions anyway, not by their words—and if gross failure can go unpunished by the voters, then political parties will have very little incentive to succeed. The question in this election and the next one is not whether this is a wise time to swap horses, but how much spavin, strangles, heaves and lameness we feel we must put up with. In making a decision of that kind, it doesn't really matter what we think of the horse's whinny.



THINGS LOOK BETTER IN KOREA

The faces of these companions, taken by Carl Mydans, reflect mutual satisfaction with the war's progress in Korea and the promise of better things to come—for the lieutenant, more victories as U.N. forces move north; for the South Korean boy, more Popsicles as victors grow more free with largesse.



THIS JUMBLED GULF OF SLIPPERY MUD IS WHERE MOST OF SURTE USED TO STAND. THE CLAY BANK BROKE AWAY FROM THE HILL AT LEFT, SLIDING DOWN



SURTE'S MAIN STREET is a wavy river of paving stones after the slide. For days afterward people

climbed through torn streets, like two women above, carrying belongings rescued from tumbled homes

BIG SLIDE

A village is carried away on

Sometimes, playing in a sandbox, a child will build a village on a hill and then, with a sweep of his hand, knock down hill, village and all. That, in effect, is what happened last month to the Swedish village of Surte, whose jumbled houses and distracted people are shown here. It was at 8:11 a.m. on a rainy morning; the 8:10 commuter train to Göteborg, the busy, nearby seaport, had just pulled out of the station on the banks of the Gota River. The departing passengers were unaware of it, but behind them a 1,500-foot-long stretch of ground gave way with a sucking lurch and slid into the river. The railroad station disappeared and some 35 other houses were tossed about like toys on a heaving sea. People living blocks apart suddenly found



TRAPPED CAR lies half-buried beneath owner's home. Before slide it was in garage in background.



TO RIVER (RIGHT). HOUSES WERE CARRIED ALONG. RAILROAD ALONG RIVERBANK WAS BURIED, STATION AGENT, TRAPPED IN BUILDING, WAS LATER RESCUED

IN SWEDEN

the back of a slipping hill

themselves staring into each other's windows; some houses cracked open, spilling occupants and furniture into the torn streets. One woman bicyclist later recalled: "The road bulged upward, then split in two, throwing me to one side and my bike to the other. A big crevice opened and instantly closed. If I had fallen in I would have been buried alive." Though only one person was killed, some 300 were made homeless and damage ran to 1,700,000 Swedish crowns (about \$328,000), possibly the most costly disaster Sweden has known in modern times. Geologists later figured out the cause: the bank of slippery clay on which the town was built had been undermined by rain and tobogganed from its bed of rock to the level of the river.



BROKEN RAILS drop abruptly where slide came down. Station, just beyond, was engulfed by mud.



TIPPED ON ITS SIDE, this house posed problem for its inhabitants, who finally had to break through

the wall to get out their possessions. This was the only house in the village which was tipped right over.



NINE POLIO HUNTERS converge on a Paulding County, Ohio farm as part of intensive effort by public-health agencies to trace origin of the epidemic that swept the county. While an interviewer (*far left*) discusses family's medical history with Farmer Joe Au France, doctor and nurse on porch (*right*) sample blood of the three Au France children. Sharon (*left*) and Chuck (*center*) both came

down with polio; Judy (*right*) escaped. Sanitary engineer (*foreground*) draws water sample from faucet. An entomologist (*center, stooping*) counts flies on grill. Behind him another entomologist hangs light trap on windmill tower to attract other insects. Second sanitary engineer (*rear, left*) inspects an abandoned privy, and two veterinarians (*right, rear*) take a sample of blood from the Au France cow.



FIRST VICTIM of epidemic was Susie Bland, 3, whose confident walk proves to her nurse (left) and mother (right) she is almost completely recovered.

ON THE TRAIL OF AN EPIDEMIC

Health squad traces Ohio polio

For the people of Paulding County in northwestern Ohio autumn is a season of satisfaction when the corn and the soybeans which have made its farmers prosperous are harvested and the ground made ready for the next spring. This year the crops, rich as ever, seemed strangely unimportant, for autumn had brought with it a terrible harvest of another kind—one of the country's worst outbreaks of poliomyelitis. Thirty-three children had come down with the disease since late July; four of them had died. The county has a population of only 15,000 and the ratio of one case for every 450 people was 10 times as bad as that which represents a major epidemic. As in Paulding County, the number of polio cases in the rest of the U.S. reached its peak later than usual but the situation generally was somewhat less critical than in 1949, the worst year in history.

Three weeks ago, in a heroic effort to learn how the virus that causes the disease is spread, a team of 30 medical detectives from the U.S. Public Health Service and the Ohio health department fanned out through Paulding County. Moving from town to town and farm to farm, they checked records of every polio victim, took blood samples from families and from their pets and livestock, trapped insects and mice, tested water supplies and milk, and gathered up food and sewage to be analyzed later. It was the most intensive polio survey ever undertaken in a rural area and, though the epidemic has subsided, the people of Paulding County pitched in eagerly to help, in the hope it would spare other communities from tragic autumns like their own.



DOCTOR TAKES BLOOD FROM DANNY PARISH, 4, AS SISTER IN NURSE'S ARMS AND BROTHER WATCH



SEWAGE SAMPLERS lower paper cup into manhole on main street in town of Paulding to gather specimens which will be tested for polio evidence.



VIRUS EXPERT removes blood, sewage and other specimens from freezer to ship them to U.S. Public Health laboratories where they will be analyzed.



ATTLEE BEAMS AS LABOR DELEGATES GIVE HIM AN OVATION

HAPPY, HAPPY LABORITES

British socialists kick up their heels to celebrate 50th anniversary

At the mellow age of 50 the British Labor party, which was founded on socialist principles of uncompromising equality, is not immune to hero worship in its own ranks. A delegate to the party's golden anniversary conference, which was held during the first week of October at the Kentish seaside resort of Margate, remarked happily, "The thing here is that Attlee speaks to everybody." In addition to their Prime Minister (*above*), the 1,700 delegates also idolized Health Minister Aneurin Bevan who, as usual, delighted everyone with his salty oratory. (See "The Art of Viluperation," pp. 137-146.)

But it was on the dance floor that the Laborites had the most fun, kicking up their heels in such outmoded steps as the "Palais Glde" (*right*). The convention proceedings were fairly tame. Because of its tenuous majority in Commons the party could scarcely afford internal rows. Left-wingers who hinted at appeasement of Russia were shushed, and even radical "Nye" Bevan seemed in no hurry to press further industrial nationalization. After a wonderful holiday at party expense the delegates—most of whom could not have afforded it otherwise—went home quietly confident and feeling fine.



ON LAST NIGHT OF THE CONFERENCE, AT PARTY



LEAVING CONFERENCE, Attlee (*left*) passes an enterprising vendor who hawks Lord Beaverbrook's *Conservative Evening Standard* but displays pro-Labor come-on.



MANPOWER SHORTAGE at dance was ignored by women Laborites, who danced with each other as orchestra played succession of sprightly reels.



GIVEN BY MARGATE MAYOR, LABORITES SWING OUT IN AN OLD DANCE-HALL STANDBY CALLED THE "PALAIS GLIDE," WHICH WAS POPULAR BACK IN EARLY '30s



POPULAR "NYE" BEVAN was surrounded by admirers at dance. But he proved far less adept on dance floor than his party rival Herbert Morrison.



DIEHARD CONSERVATIVE, a Margate resident, ignores conference as he rests on beach. He said tolerantly, "It's good for them to come here and get some fresh air."



WELL WRAPPED and hugging a couple of small hot water bottles to his bosom, Shaw leaves hospital.

SHAW'S TRIUMPH

At 94 he survives a broken thigh and gets to be a picture censor

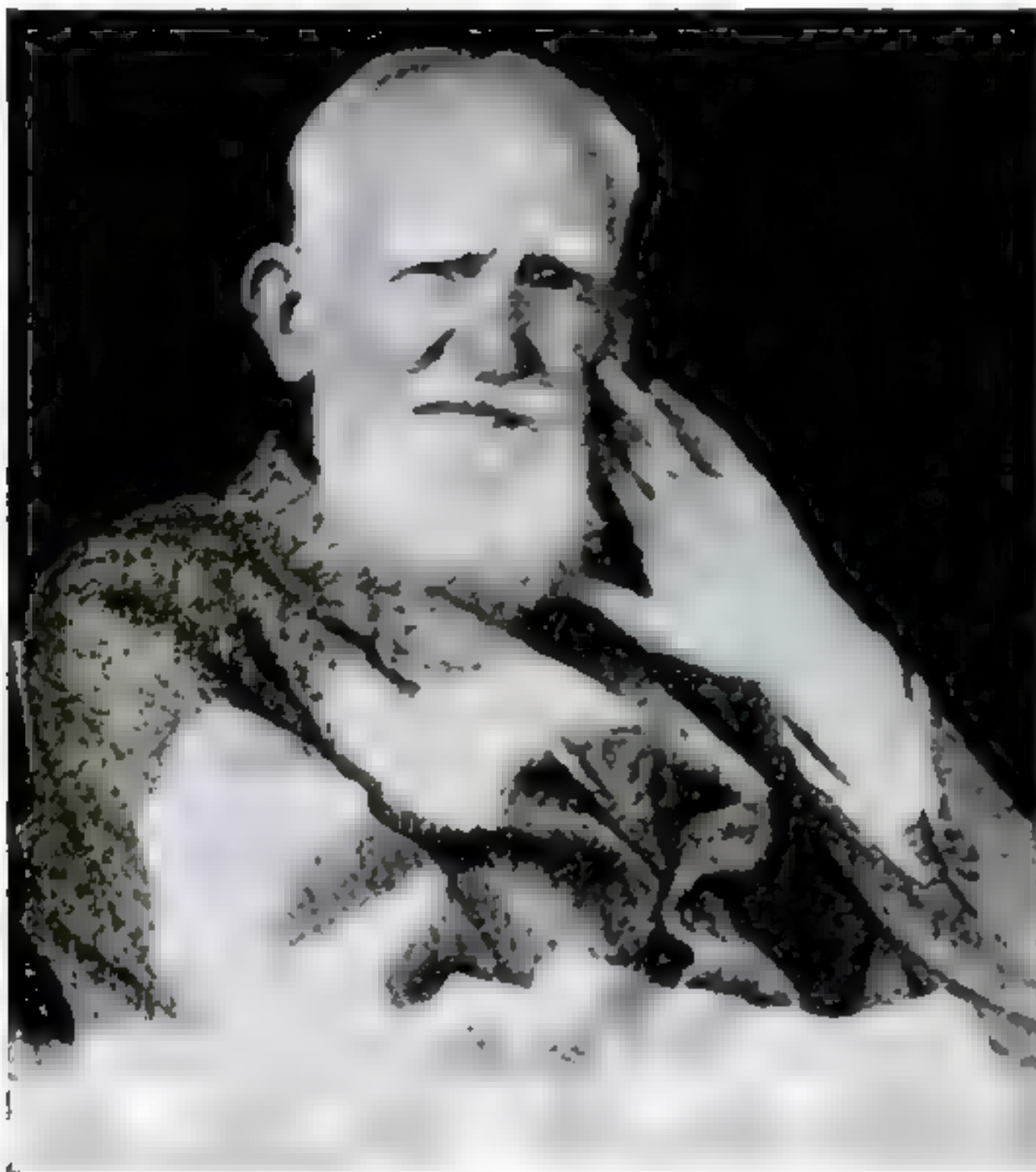
Released from the hospital after two operations and 25 days spent mending the thighbone he broke in a fall, 94-year-old George Bernard Shaw rode home to Ayot St. Lawrence in an ambulance, glaring in beady-eyed triumph at all around. Once in his home he posed in 19th Century dignity for an official photograph, then censored the picture—he had a right to, he said, because he had paid for the film.

Shaw's recovery had been remarkable for a man his age, but instead of being grateful he had been unflaggingly grumpy ever since the accident. His squeals of rage from his hospital room had set the whole world grinning. "Too much washing is not good for antiques," he yelled in a campaign for fewer baths. He refused to have his beard shaved off and he jeered at his physicians: "It will do you no good if I get over this. A doctor's reputation is made by the number of eminent men who die under his care." And when a solicitous nurse tried to oil him against bedsores, he protested. "Whose bottom," he cried, "is she playing with, anyway?"



TRIUMPHANT GLINT shows in Shaw's eye as he starts on his trip toward home. Helping make him

comfortable on the stretcher in the ambulance are his nurse and his housekeeper, Mrs. Alice Layden.



WELL-MEANING NEIGHBORS line up outside Shaw home to cheer him as he is carried in, find view barred by a canvas curtain put up to hide homecoming.

SELF-CENSORED PICTURE reveals Shaw's vanity. He struck a theatrical pose, insisted picture be cut off at the waist so pajama trousers would not show.

Taste-Pleaser FOR HUSKY APPETITES!

AS NOURISHING AS IT IS TEMPTING!



MAKES A
Shopping Day Supper THAT'S READY IN 5 MINUTES!

When you come home tired or late after shopping, here's a truly delicious, satisfying meal you can serve... vegetable soup, Franco-American Spaghetti, coleslaw, hot rolls, then dessert, and milk or coffee!

Mum! Your family will really go for that Franco-American! It's fine, firm, tender spaghetti... cooked in a tempting sauce of rich, juicy, sun-red tomatoes—tangy, aged Cheddar cheese—and eight other choice seasonings!

Just heat and serve Franco-American as it comes from the can, for a delicious main dish or side dish any time. It's ready in five minutes. Use this spaghetti as a base for your own special dishes, too. For example, for a buffet supper, add cut-up Vienna Sausages or mushrooms to Franco-American Spaghetti. It's a satisfying, delicious "company" supper guests will rave about! Get several cans of Franco-American spaghetti and see!



READY IN 5 MINUTES—AND SO THRIFTY

Franco-American SPAGHETTI

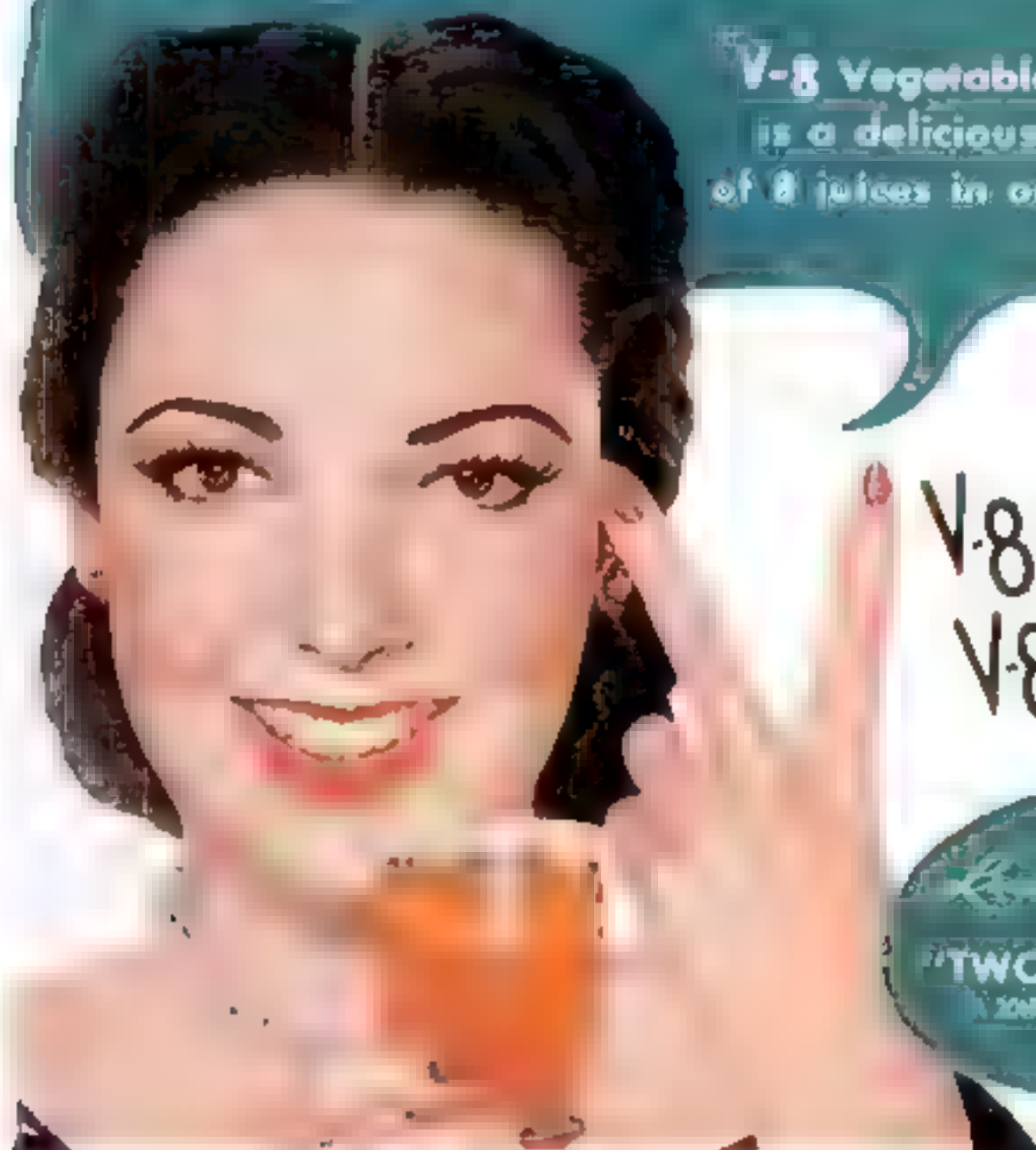
V-8 Has Lively Flavor and Goodness

no single juice can match!

V-8 Vegetable Juice
is a delicious blend
of 8 juices in one drink!

V-8 FOR VITAMINS
V-8 FOR VITALITY

"TWO FLAGS WEST"
A 20th Century-Fox Production



LINDA DARNELL GIVES LITTLE FAN A HELPING HAND



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FOR EATING FUN...

—for good economical main dishes, too



Here are inspirations—for go-to-school lunch boxes, for grand autumn meals at home, for your carefully-planned parties and informal "get-togethers."

For here is America's greatest array of glorious *natural* cheeses with their very special eating joys, and fine *process* cheeses that millions of women regularly use for cooking and sandwiches. All of them from Kraft, of course.

Your grocer has such an assortment in his dairy department celebrating Kraft's Fall Cheese Fiesta. Get acquainted with all of the grand-eating Kraft kinds he has right now.



"Naturals" in glorious cheddar! Like old time *natural* American cheddar cheese with good old apple pie? *Kay Brand*, made from pasteurized milk and sealed (without rind) in the convenient package, is the one to get... every time! For long-aged, mellow flavor get *Kraft Sharp Cheese*... or *New York State Sharp* or *West of the Rockies*. *Martin's Rabbit Brand*. All wonderful eating!

Short-order specials. Those lunch-box and quickie-at-home sandwiches are so much when you have Kraft Cheese Spreads. And what a joy for appetizers! Take your pick of nine delicious varieties: *Kraft Pimento*, *Olive-Pimento*, *Relish*, *Limbarger*, *Cheese and Bacon*, *Pineapple*, *Old English**, *Smokelle**, and *Roka**. They are all in smart, re-usable glasses!

*Trade-mark



"Can't-be-copied goodness." Cream cheese packages look pretty much alike, but nobody can match the goodness of genuine "Philadelphia" Brand Cream Cheese marked with that famous name on both 3-oz. and 1/2-lb. packages of this creamy-soft cheese, guaranteed fresh by Kraft!

Your old favorites! Here's the deliciously mild pasteurized process cheese food, *Velveeta*, medium-mellow *Kraft American* and sharp *Old English* Brand Pasteurized Process Cheese. What helps when you have 'em on hand.



FALL CHEESE FIESTA!



Perfect Slices! More Flavor! In every package. 8 perfect sandwich-size slices cut, wrapped, sealed by Kraft right after the fine process cheese is pasteurized. Kraft De Luxe Slices in 5 kinds of extra-mellow pasteurized process cheese: American, Pimento, Swiss, Brick, sharp Old English Brand. Completely protected all the way to your kitchen.



MacLaren's Imperial. The aristocrat of sharp cheddars—long-aged natural cheeses blended together for spreadability. Perfect for snacks, sandwiches, cooking.



Chantelle Brand Scarlet-roasted wedges with a heart of gold. So tempting! So good! Also cut by grocers from the big red wheel. Grand for dessert, snacks, salads, sandwiches.

Blue Chips—a zippy blend of natural blue cheeses in a roll for easy slicing. Kraft Grated and Kraft Parmesan—to sprinkle in the cheese flavor! Kraft Camembert—in velvety-crested, perfectly ripened

wedges. **Castro Swiss**—natural cheese with real "heart of the Swiss" goodness and without a smidgen of rind! Also Kraft Blue—creamed with the zestful "blue" goodness—wrapped in individual wedges.



Dan-Dee Gouda. A traditional Dutch treat now made in the U.S.A. Sparkling red wax full of golden goodness. Drained enough for the cheese tray you serve at a snack party or for a company dinner dessert.



Crown Brand Swiss Gruyere. Delicately nut-sweet, this is a firm gruyere type pasteurized process Swiss without holes. Imported from the Alpine country. Delicious with crackers and a luncheon salad.



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5 kinds of creamy wedges! Take your pick of creamy wedges: Kraft Clover, Pimento, Olive-Pimento, Relish, Pineapple Cheese Spreads. Scrumptious for sandwiches.

Smacking-good links. Appetite-tousers, ready to slice for snack trays: Kraft Hickory Smoked, Kraft Garlic, Kraft American, Kraft Bacon. Pasteurized Process Cheese Foods.



This will be music to your ears

If you appreciate good whiskey and good value, here are two facts that are well worth listening to:

- Four Roses is a whiskey of the very finest flavor and quality.
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any other brand on the market—even brands costing considerably more than Four Roses.

No wonder Four Roses outsells every other whiskey at or above its price—and most other whiskeys at any price.

Wouldn't you
rather drink

FOUR ROSES

Frankfort Distillers Corporation, N. Y. C. Blended whiskey. 90.5 proof. 60% grain neutral spirits.





FRENCH CROSS RIVER NEAR CAO BANG SHORTLY BEFORE BEING AMBUSHED



FLUSHING VIET-MINH SNIPERS, FRENCH KILL TWO, CAPTURE ONE (LEFT)

SETBACK IN ASIA

**Reds ambush French in Indo-China
while Bao Dai visits on Riviera**

While the war against Asian Communism was advancing in Korea, it was retreating disastrously in Indo-China, where the French were fighting the kind of jungle war shown above. Retiring from the lost outpost of Caobang near the Chinese frontier, a French force of 3,500 regulars, Moroccans and Legionnaires was ambushed by 20,000 of Communist Ho Chi Minh's aggressive little Viet-Minhese. Fighting in fog

and rain on a narrow, cliff-edged road, only a few hundred French escaped. Their main defense line was then pushed back to within 40 miles of Hanoi. The defeat shocked the French and brought promise of more U.S. equipment. General Alphonse Juin, former French national defense chief of staff, was ordered to the scene. And Indo-China's Emperor Bao Dai, far off in his Riviera chateau, thought he might go too.



BAO DAI SURVEYS THE GROUNDS OF HIS FRENCH CHATEAU. HE FINDS PLEASURE IN FISHING, HIS FAVORITE SPORT, AND COCA-COLA, HIS FAVORITE DRINK

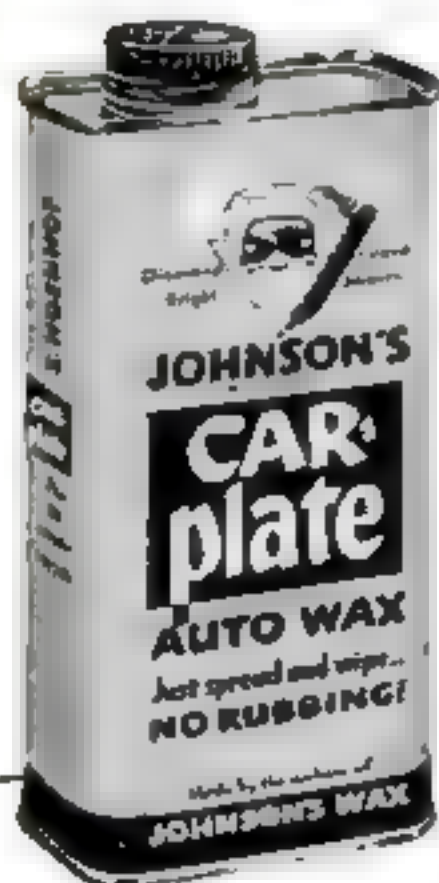
**“Reader’s Digest showed
me how to wax my car
in 20 minutes!”**

*Lawrence Whitney, 6216 Peck Avenue, La Grange Highlands,
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no-rub way to wax a car by reading the story of Car-Plate in
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Wax should always be applied to a clean car. The finish should be free of road film and decomposed paint. That's why it is important that you clean your car thoroughly before applying Car-Plate. For quick, easy cleaning of your car, Johnson's Carnu is recommended. It does the job fast and safely—leaves a perfect surface for a sparkling Car-Plate finish.



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enough to do any car twice

A “diamond shine” without rubbing when you winter-wax this easy way!

Your car will come shining through the hardest winter when waxed the no-rub way with Johnson's Car-Plate. Car-Plate gives the finish of your car such wonderful protection that you'll surely want to use it before winter sets in. And it will only take you 20 minutes to do the job!

Car-Plate is the result of a great new basic chemical discovery in the Johnson's Wax laboratories. It's a

free-flowing liquid wax. Just spread it on the cleaned surface...let it dry....then wipe lightly. That's all!

Today, give your car a “diamond shine” with Car-Plate...and wax-protect the finish for the months to come!

Buy Car-Plate at your service station or dealer's...or ask for Car-Plate Service at your service station.

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the brightest, smoothest, longest-wearing auto wax in the world!

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AT HONOLULU AIRFIELD, EN ROUTE TO WAKE, PRESIDENT TRUMAN STANDS AT ATTENTION FOR NATIONAL ANTHEM

TRUMAN FLIES TO MEET MACARTHUR

Back in 1918, when Brig. General Douglas MacArthur was the Rainbow Division's commander, Harry S. Truman was just a captain of artillery in France. They never met then, nor at any other time during the next 32 years, even after Truman became President and MacArthur his top Pacific commander. Last week Mr. Truman (who profoundly admires the military) flew more than 7,000

miles to the tiny Pacific island of Wake to meet MacArthur, who came down from Tokyo, only 1,995 miles away. The two men talked for three hours, including one hour alone in a Quonset hut, about Korea, Japan and the Philippines. Mr. Truman said the conversation was "very pleasant." Back in Tokyo, General MacArthur said, "I greatly enjoyed meeting the President."



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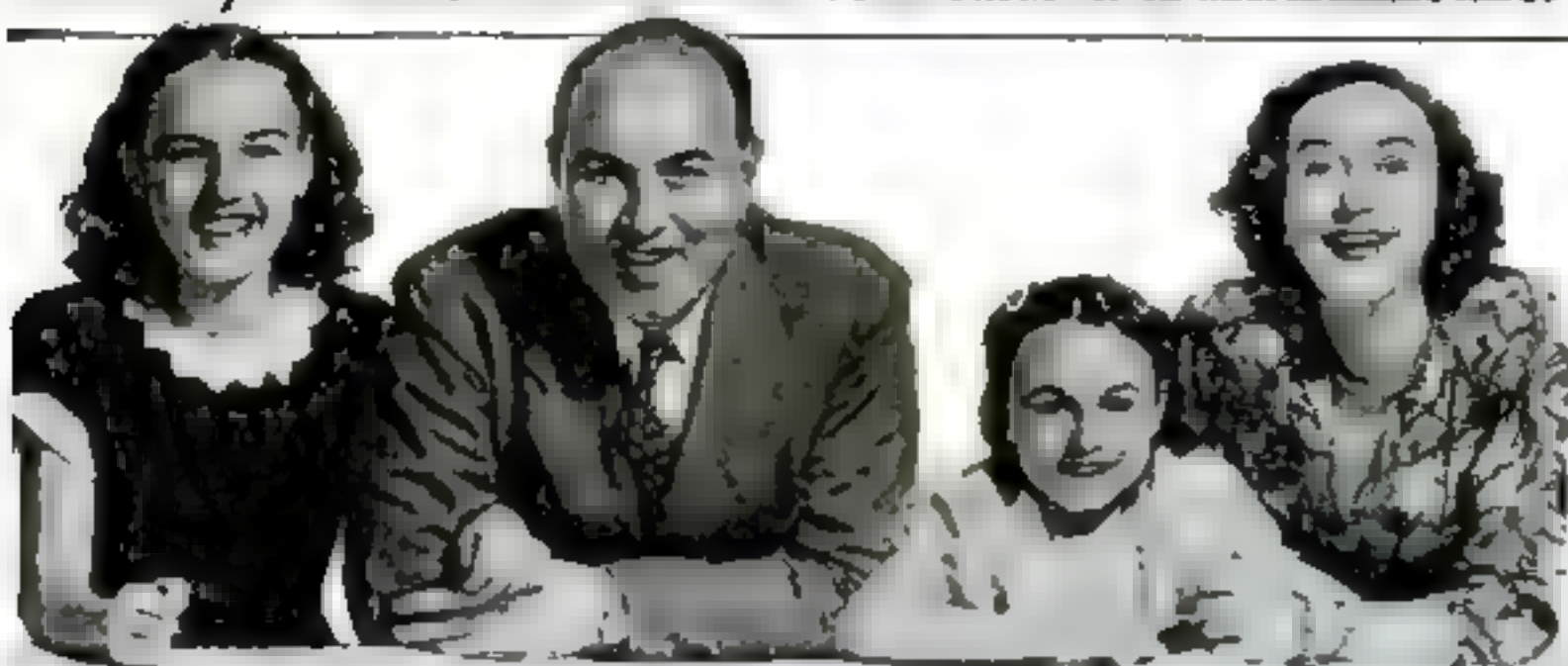
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in many cases in a single day**

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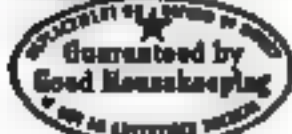
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HUNCHING SHOULDERS, LILY GETS A GOOD DEAL OUT OF HER COSTUME



FLANKED BY HIGH-HATTED STOOGES, SHE DOES UNOPERATIC HIGH KICK

A NEW LOOK AT LILY

In San Francisco, at the annual ball and Fol-de-Rol which raises money for the local opera, Soprano Lily Pons revealed some little-known aspects of her talent. While amplifiers blared a Carol Channing recording of *Diamonds are a Girl's Best Friend*, demure little Lily pranced on stage and did a pantomime routine that she certainly never learned on any opera stage. Dressed in a sleazy, strapless, slit-skirted and low-cut black dress, she waggled her hips, hitched up her stockings, went through a series of burlesque-style bumps. Her audience, which would have been less surprised if she had sung a bass solo, was delighted. So was Lily. "I forgot some of my routine," she said, "so I just accentuated the grinds."



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Engine and Oldsmobile Hydra-Matic*. Try that "Rocket Ride" yourself!

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Smartly Styled, Custom-Matched, All-Electric Kitchen
With Scientifically Planned Work-Saving Centers!**



● **Work-Saving Cooking Center**
Equipped With Hotpoint Electric Range
Featuring "Pushbutton Cooking".

PIONEERED and perfected by America's leading kitchen planners, the Hotpoint All-Electric Kitchen brings new convenience and leisure into modern homes. Swift, efficient, economical servants lighten your tiresome chores! Four carefully planned, work-saving centers help you do your tasks better—save hours, steps and energy that today's women need for other vital duties!

● **"Pushbutton Cooking"** with new Hotpoint Electric Ranges—another sensational Hotpoint first—introduces an exciting new era of cooking ease and accuracy! You merely press a button and glowing lights guide you in cooking perfection!

● **With a single installation**, the new Hotpoint Electric Dishwasher-Disposal Sink banishes for good your two most disagreeable chores—dishpan drudgery and

the messy job of handling garbage!

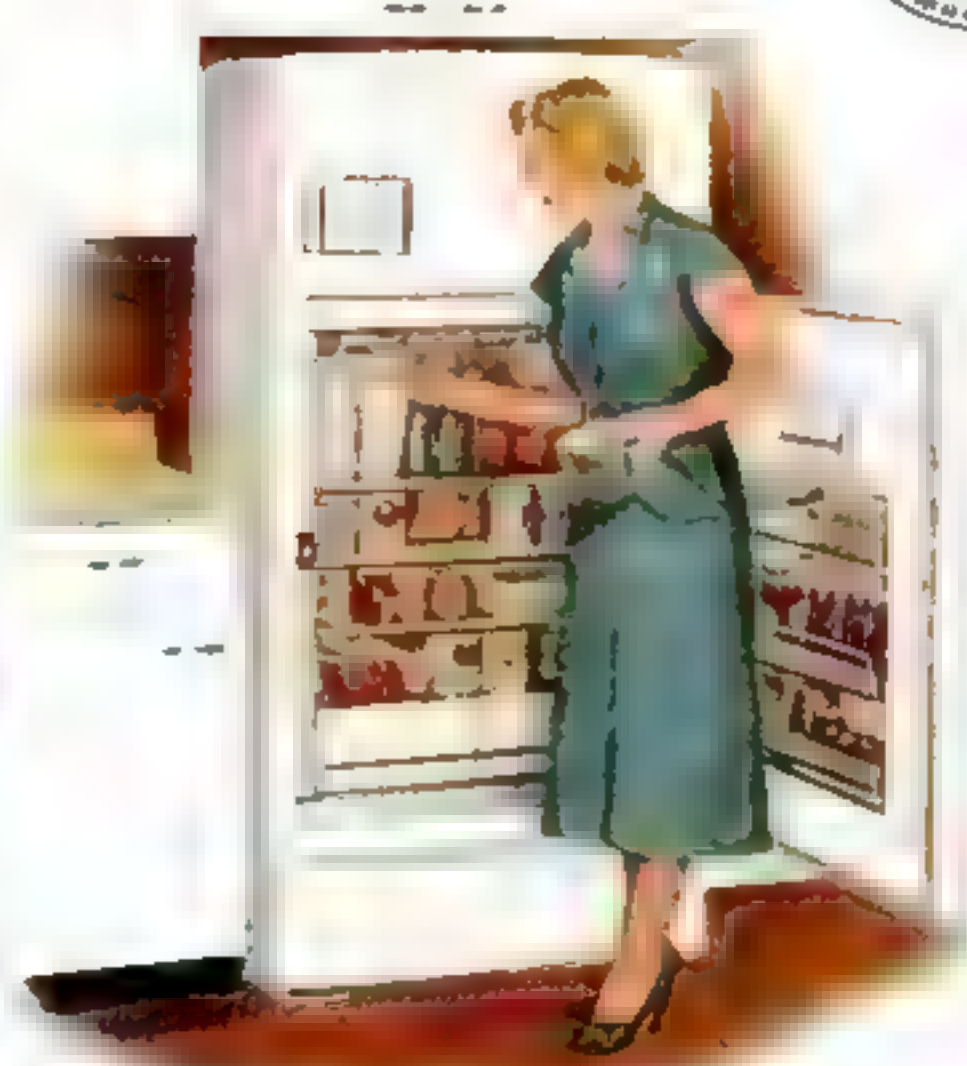
● **The new Hotpoint "Super-Stor"** is the world's most convenient and efficient refrigerator. Out in front with everything, it has eight separate food storage zones and puts 72% of all storage space within finger-tip reach!

● **You get the quickest, cleanest washes** ever with the amazing new Hotpoint Automatic Washer! Hotpoint's Electric Clothes Dryer tumbles clothes ironing dry in minutes—completely dry in a half-hour to an hour.

● **Hotpoint**, pioneer of the electric range, electric dishwasher and all-electric kitchen, is always first with the best. Comparison will show you that, point for point, the Hotpoint All-Electric Kitchen, timeless in styling and beauty, is the world's finest! Hotpoint Inc. (A General Electric Affiliate), 5600 West Taylor Street, Chicago 44, Illinois.



● **Work-Saving Clean-Up Center**
Equipped With Hotpoint Electric
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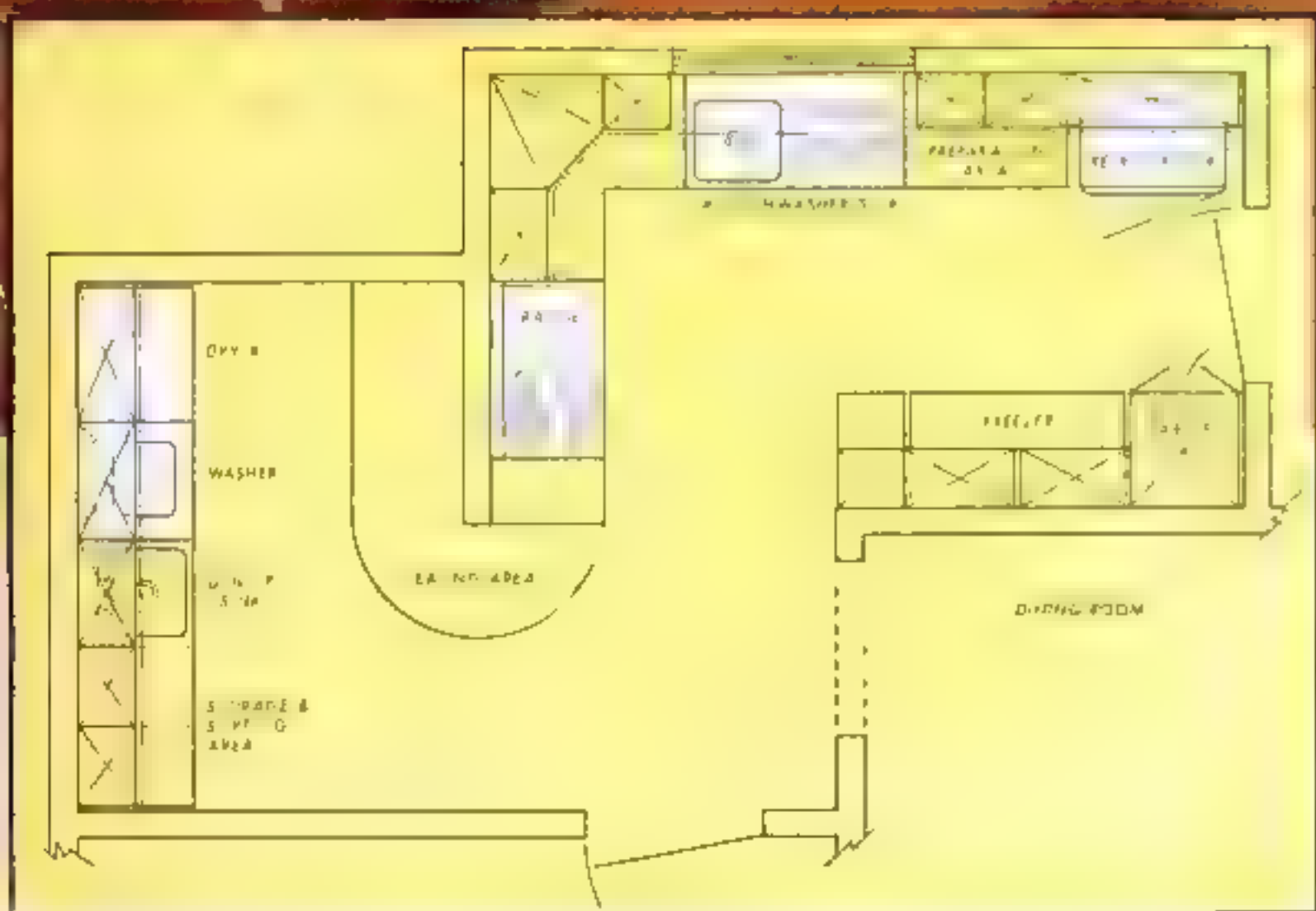
● **Work-Saving Food-Storage Center**
Equipped With Great New Hotpoint
"Super-Stor" Refrigerator.



● **Work-Saving Laundry Center**
Featuring Hotpoint Automatic
Washer And Electric Dryer.

Saves Steps — Saves Work

Electric Kitchen



• The four Work-Saving Centers of the Hotpoint All-Electric Kitchen save precious time and disagreeable drudgery for modern women. Dishes are washed sparkling clean, rinsed and dried; food wastes are flushed away before they even become garbage; meals are cooked the easy, flavorful electric way; clothes are washed *your* way — automatically! Before you build or modernize a home, ask your Hotpoint dealer to show you how, through the facilities of Hotpoint's Kitchen-Planning Department, he can help you plan your All Electric Kitchen!

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Quality Appliances

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EVANGELISTS IN TROUBLE

Their zeal gets them arrested in Catholic Canada

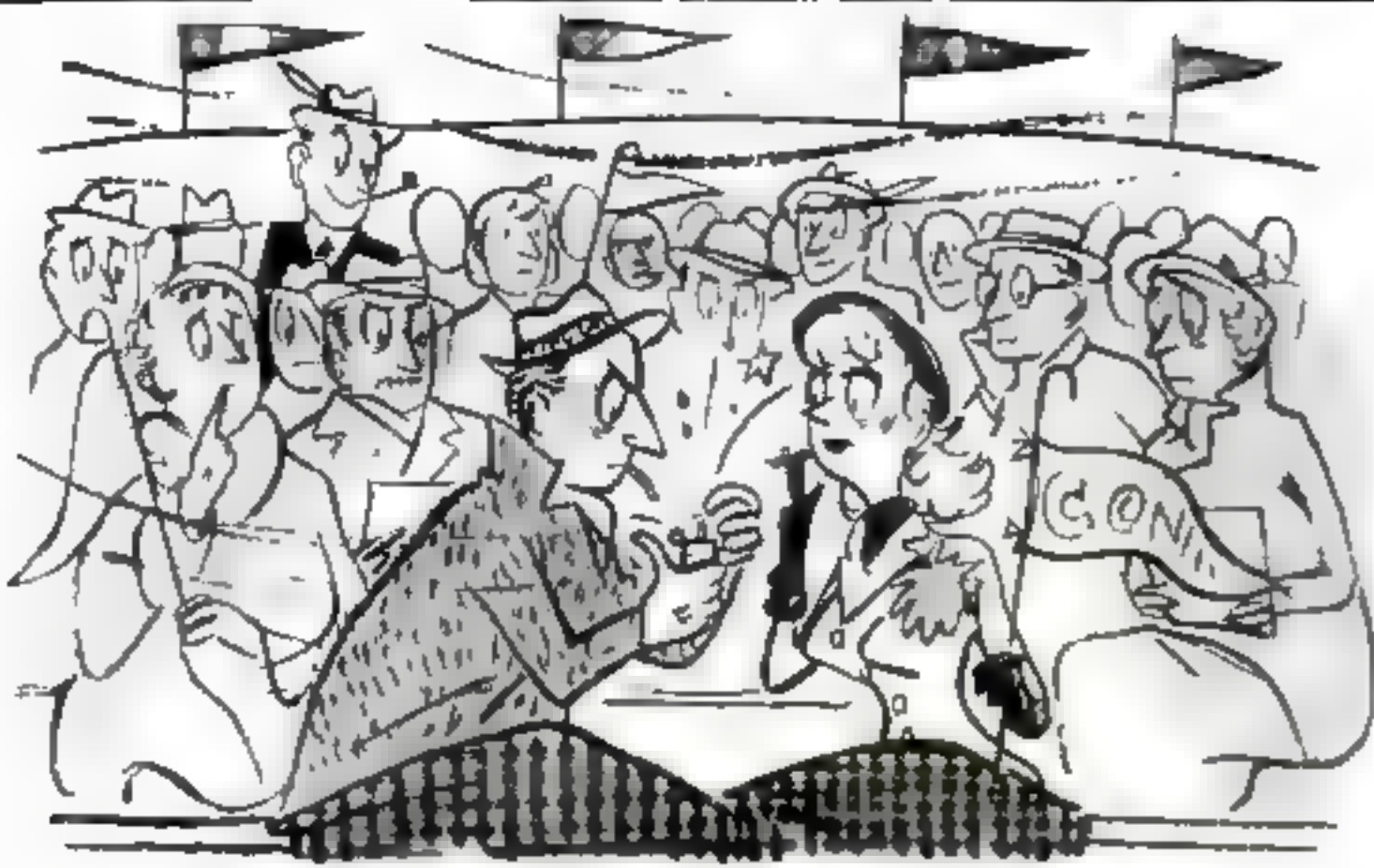
In Val d'Or, a small (pop. 7,500), boom gold-mine town 335 miles northwest of Montreal, Canadian Baptist evangelists were waging a passive-resistance battle for the right of free street-corner speech and religion. Members of a splinter Baptist group, the evangelists invaded staunchly Catholic Val d'Or to distribute pamphlets and seek converts at street prayer meetings. Val d'Or's populace reacted with signal apathy. But its devout and conservative leaders, regarding such evangelism as an outrage, told the evangelists to confine their public services to Val d'Or's tiny Baptist church (*next page*) or the ball park. When the Baptists refused, police began arresting them for obstructing "traffic," offering them fine or jail. Invariably they took jail, usually 30 days, and when freed went right back to the street corner. After two months of this, although they had been successful elsewhere, the evangelists had converted not a single Val d'Orion. Neither had Val d'Or's officialdom converted a single evangelist.



EVANGELISTS ARE ARRESTED on Val d'Or corner. One evangelist kept preaching to the last minute as the cops came up from their police car to stop him.

EVANGELIST LORNE HERON, 24, SERVES HIS TIME IN JAIL. HE HAS COMPLETED HIS STUDIES FOR THE MINISTRY BUT HAS NOT YET BEEN ORDAINED





Why zip, zip, zip



When ONE ZIP does it!



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and every time—with
Zippo! One zip and Zippo
is lit . . . even in wind or
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you *free service*. It's
the lighter that has never
cost anyone a cent
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- Other Zippo Lighters priced from \$3 to \$5, plus tax on solid gold and sterling models only. Personalizing \$1 extra. Prices slightly higher in Canada. Ask your dealer or write Zippo for FREE catalog.*



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the one-zip windproof lighter

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SHRUNKEN CONGREGATION of four, including pianist (they have no organ), attends Baptist service in Val d'Or. Many of the others are in jail.



TOWN COUNCIL took two minutes to discuss the Baptist preaching crisis at a recent meeting, did not offer the floor to Baptist leaders who attended.



CATHOLIC CHURCH is heavily attended. Catholic churchmen have had little to say. Some Protestants have condemned evangelists as "disruptive."



BAPTIST CONVERT in nearby La Sarre, Xavier Trudel, reads Bible to his big family. He left Catholics because "priests permitted boxing in the church."

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The wool coat dress above is made from McCall Pattern #8172.

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QUEEN OF SAN FRANCISCO FESTIVITY CLIMBS DOWN BIRTHDAY CAKE

CENTENNIAL BINGE

California ends a three-year, \$3 million party

In San Francisco last month, with the lighting of the Gargantuan wood-and-plaster birthday cake (*opposite*), Centennial-happy Californians wound up a three-year historical binge. In that time 200 communities had celebrated the discovery of gold in 1848, the gold rush of 1849 and, this year, the 100th anniversary of California's statehood. There were gigantic parades, gala pageants, gruesome portrayals of Indian massacres. The tab for this supercolossal show of state pride: \$3 million.



NATIVE SONS of the Golden West, Fruitvale Chapter, march in San Francisco. The poppy-covered blanket, 130 feet long, won a prize in the parade.

← SAN FRANCISCO CAKE WAS 42 FEET HIGH, HAD 100 ELECTRIC CANDLES

CONTINUED ON NEXT PAGE

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May Cost You
Plenty!**



**Positive protection
all winter long
with one filling!**

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Permazone is non-evaporating, odorless, safe. It guards against rust and corrosion—is harmless to hose, gaskets, car finishes. One filling lasts all winter in a water-tight cooling system!

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**Safe, long-lasting
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Now's the time to protect your radiator with Mobil Freezone—the low-cost, long-time favorite.

Freezone—a high-quality, balanced alcohol blend—is used by millions of motorists every winter to prevent damage to engine and radiator. It protects against rust and corrosion, won't harm rubber, has no objectionable odor.



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Under-cover Hero

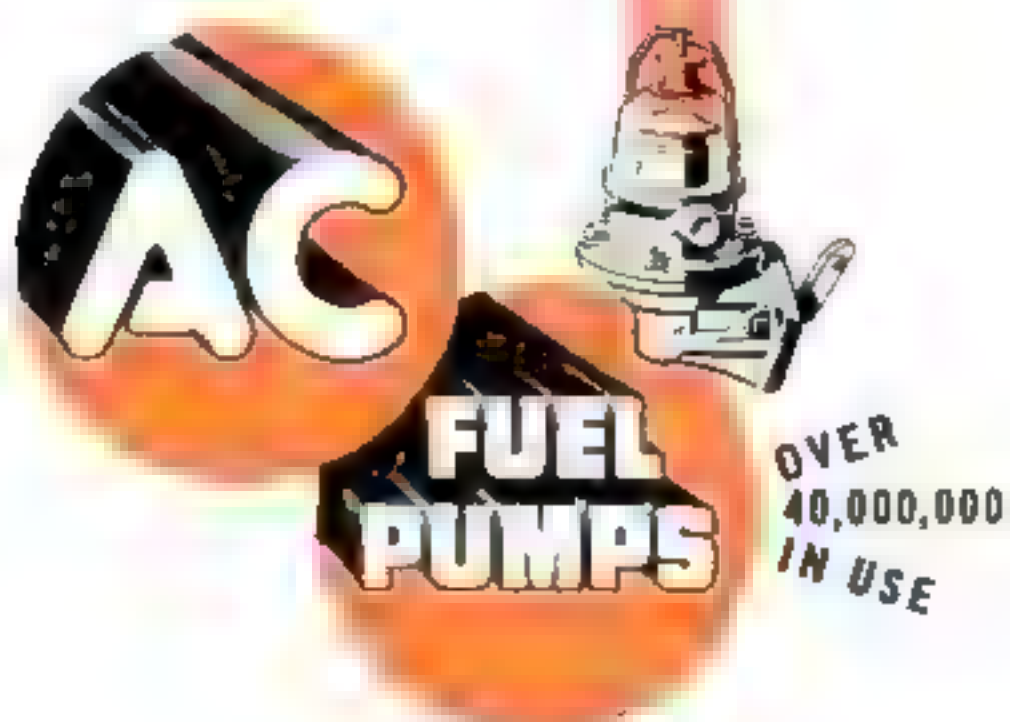


Deep down under the hood of your car is an unsung hero—so quiet, so faithful, so tireless—that you never give it a thought.

Yet your AC Fuel Pump is responsible for every drop of gas that goes to your carburetor. It pulsates 1500 times in every mile you drive—automatically adjusting the feed to the needs of the engine—on hills—in congested traffic—at high speeds or low speeds—constantly working while your engine is running.

Like any other mechanism, your AC Fuel Pump has parts that wear, and eventually cause complete failure—perhaps on the open road. It should be inspected at regular intervals by your AC Fuel Pump Dealer—and a new AC Pump should be installed after about two years of normal driving.

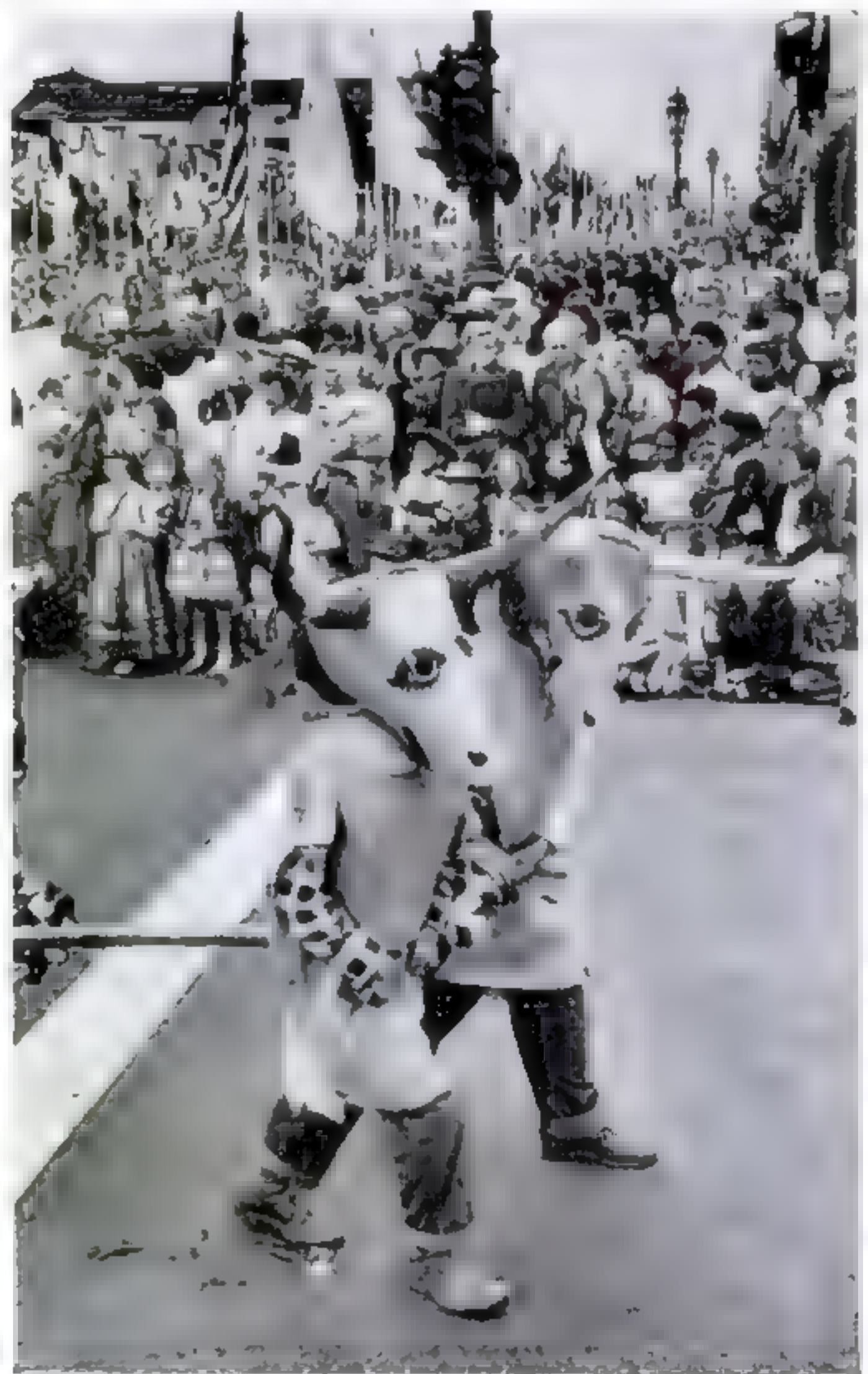
That's how the big bus lines and truck operators keep their AC Fuel Pumps at top efficiency—and it's good practice for car owners, too.



AC SPARK PLUG DIVISION • GENERAL MOTORS CORPORATION



IMITATION INDIANS at Shasta depict 1866 Dursch massacre. Indians killed Mrs. Dursch (on ground, left). Replica of Mt. Shasta is in background.



IMITATION OXEN drag float in children's parade at Santa Barbara Centennial celebration. More than 800 youngsters marched for a crowd of 20,000.

Don't Settle for Less!



Feel like a million!

Why accept less when you can be sure of complete comfort with Jockey Underwear! It fits snug as your skin, moves as you move, gives you positive masculine support. Look for the mark, "Y-FRONT," on the garment—it's your assurance that you're getting the famous Coopers product—and one of many reasons why Jockey gives you a real lift. See your dealer soon—be "Hip-Taped" for perfect fit. Then do as millions do—feel like a million in Jockey brand Underwear! Jockey Contoured Shirts to match.

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The Sad Men

THEY ALL MOURN THEMSELVES



ARTIST STEPHEN GREENE

While studying art at the University of Iowa, Stephen Greene got the highest accolade an art student can get: his own fellow students used to buy his work, paying as much as \$12 cash for a painting. Now 32, Greene—who was one of the 19 painters in Fier's "Young Americans" (March 20)—is counted highly successful in the fiercely competitive world of modern art. Nearly everything he paints in his careful, painful way is bought almost immediately by important collectors and museums.

Greene's canvases are not narrating. People, by sad, mannikinlike men, they have a strained and morose cast. Many of them are based on religious subjects. Greene does not call himself a religious man but, because biblical stories are universally recognized and easily understood, he used them to communicate his own feelings on the state of modern man—a state Greene considers to be chaotic and insecure. Dramatic and highly individual, Greene's paintings try to express, he says, "not despair about man but a profound respect for his attempts to find his salvation."

FAMILY PORTRAIT dramatizes a son breaking away from the security of his family. Greene's parents, who were Polish immigrants, posed for two figures at right. The son—who resembles Greene—discards symbolic crutch of dependency and turns to a mirror, toward study of himself and other men.





CHRIST AND THE MONEY-CHANGERS is a well-known biblical subject picked by Stephen Greene to convey his feeling that modern man inflicts his own worst punishment on himself. Instead of fleeing from the wrath of Christ (*left*) the figures are frozen at a moment of torturing self-realization, as each seems to suffer for his venal sins.



THE BURIAL, owned by the Whitney Museum of American Art, is Greene's attempt to show that living can be like death. The man in the coffin, suppressing a scream, is not dead but has suddenly been confronted by the emptiness of life without faith. The man at right with a candle is a sympathetic mourner; the figure at left, a terrified spectator.

THE DEPOSITION shows Stephen Greene's mournful and lonely men tenderly lifting the body of Christ down from the Cross. Each one, says the artist, grieves both for Christ and for his own personal loss of the comfort of faith. Greene makes his men bald—except for the figure of Christ—because he wants them to seem as anonymous as possible.

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has the **TWICE-AS-WIDE** shaving head that shaves twice as much beard in same time



No nicks or cuts
No muss or fuss

Light beard
SHAVEMASTER time: 2 mins.



Closer, Cleaner Shaves
in **LESS TIME**
than soap-and-blade

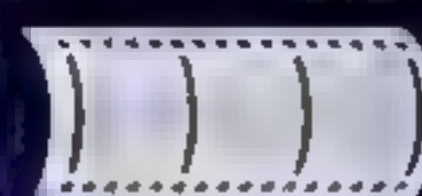
Tough beard
SHAVEMASTER time: 4 mins.



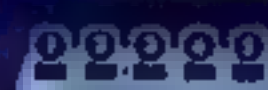
Medium beard
SHAVEMASTER time: 3 mins.

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Twice-size **SINGLE** Head
instead of a multiplicity
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MODEL W
Shavemaster
(1,758
openings)



Multiple Heads
Sunbeam's bigger single
head gives you over three
times as many shaving ac-
tions per second as shavers
with many smaller heads.

If you are one of those men who believes electric shavers take too long and won't shave a beard like yours **CLOSE** enough—the new Sunbeam Shavemaster will give you the surprise of your life. Just ask men with tough beards who are using it.

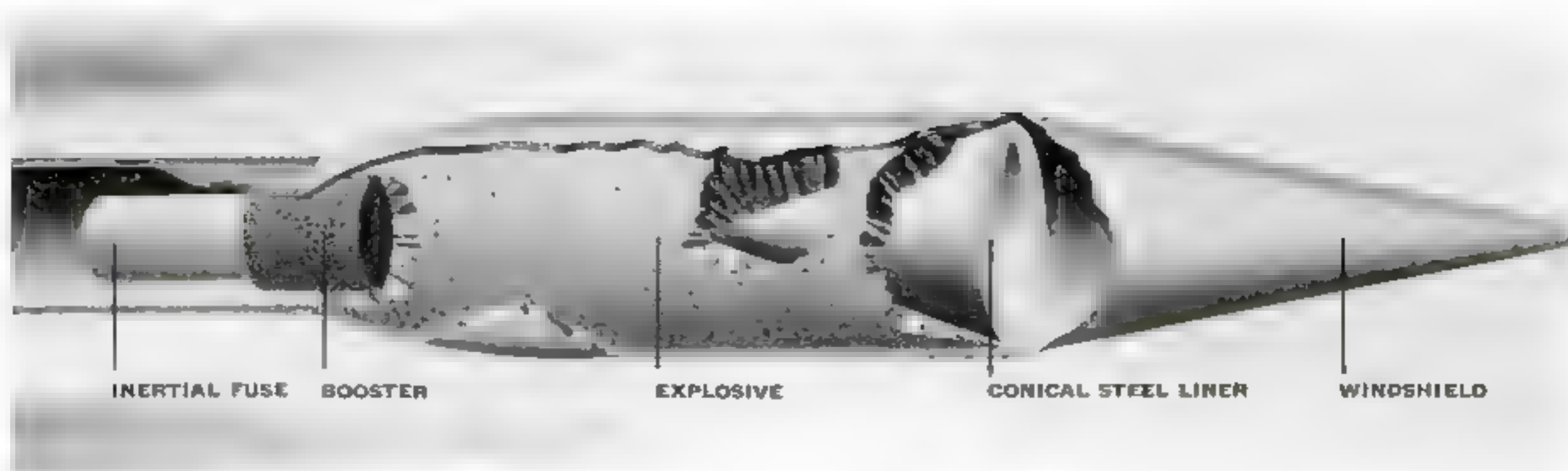
It takes the average man about 7 minutes** to lather and shave with soap-and-blade. That same man will get a better shave with the new Shavemaster in 3 minutes. Even if you've got the toughest, heaviest beard, plus a tender skin, you'll shave in **LESS TIME** than it takes with soap-and-blade. What's more, you'll get a closer shave—more comfortable—more convenient—no nicks or cuts, muss or fuss this new, easy way. There's no "trial period" necessary—none of this much-talked-about "breaking in" with the new, revolutionary Model "W" Sunbeam Shavemaster. You can find out in 3 or 4 minutes how the new Sunbeam can give you a cleaner, closer, faster shave than you ever thought possible. See it at your Sunbeam dealer's. Most dealers are prepared to have you try the new Shavemaster right in their stores.

**When seven thousand dealers were asked which electric shaver was their best seller, more named the new Sunbeam Shavemaster than all other makes combined.
***This figure is based on surveys by two national magazines.

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Sunbeam
and you
give the
finest.*

The **ONLY** electric shaver with
a powerful, 16-bar armature, self-
starting **REAL** Motor.

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SHAPED-CHARGE SHELL IS ACTIVATED WHEN WINDSHIELD HITS TARGET. FUSE AND BOOSTER SET OFF EXPLOSIVE COLLAPSING CONE

THE TANK-KILLING SHAPED CHARGE

Unpublished pictures show the terrifying effect of new shells our bazookas are using in Korea

The startling picture below, made after three years of photographic research and here published for the first time, shows a thin jet of steel particles coming through the armor plate and reaching 30,000 feet per second—about the speed of a slow meteor. This steel jet driven through the nose of a shaped-charge shell is what was used to stop the Red tanks in Korea.

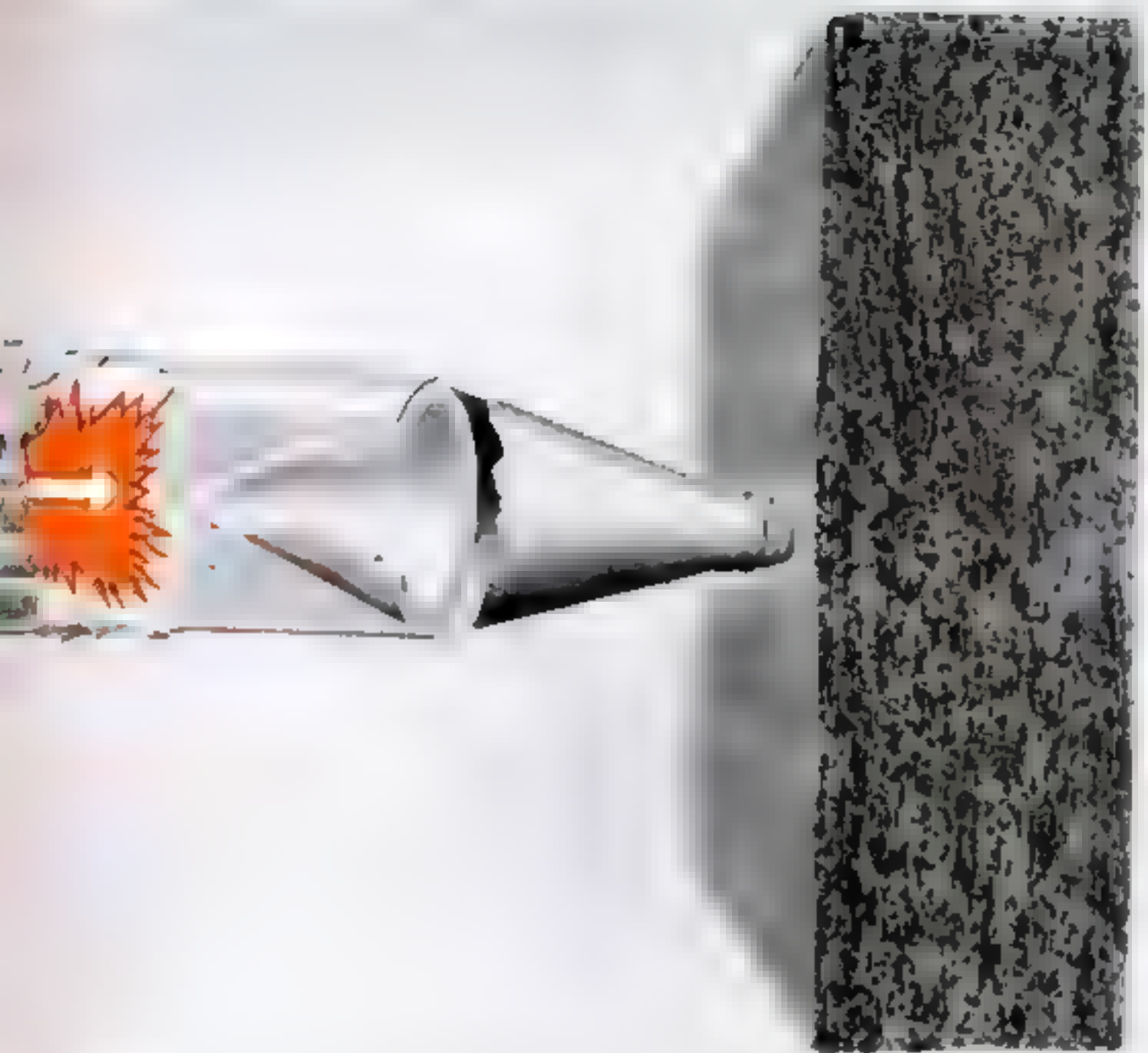
The principle of the shaped charge differs radically from that of a standard 36-pound armor-piercing projectile which cracks through the armor of an enemy tank because of its weight

and tremendous velocity. This projectile requires a 90-mm. gun usually mounted on a 40-ton medium tank to fire it. A shaped-charge shell which produces an armor-piercing jet, as described on the next two pages, may weigh only 8½ pounds. It can be fired from a bazooka which a single infantryman can easily carry around. On today's battlefield the metallic jet charge, innocuously called the shaped charge during World War II for security reasons, has brought the foot soldier back from an obsolescence to which many had prematurely consigned him.

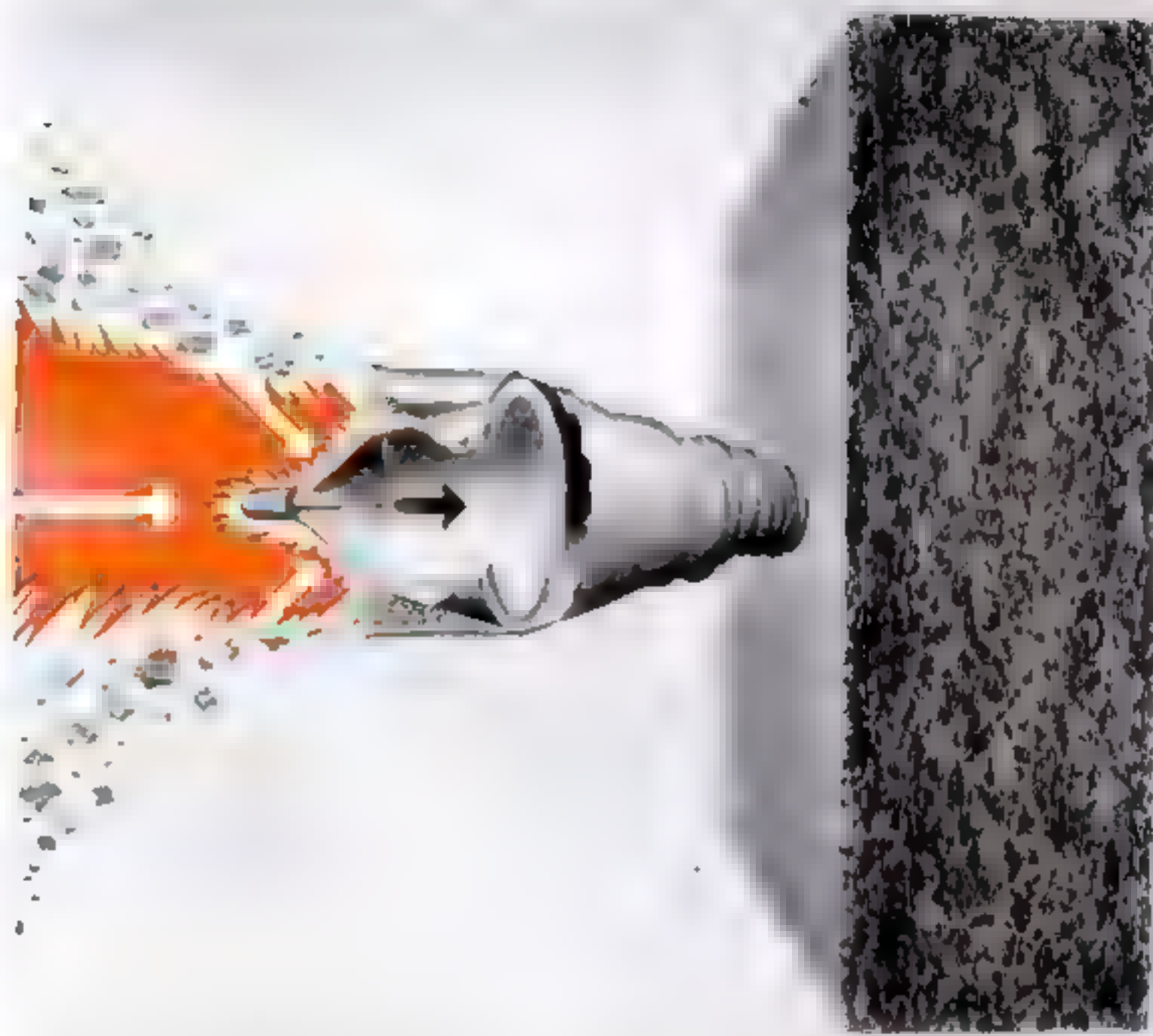
Although the principle of this new weapon has been known since the end of the 18th Century, it was not put to practical use until an American chemist, Dr. Charles Munroe, about 1888, experimenting with a primitive hollow charge, blew a hole in the top of a steel safe. Although the shaped charge as a weapon was developed in many countries during the past war, comprehensive research on the jet itself is being done for Army Ordnance by scientists at Carnegie Tech led by Dr. Emerson Pugh, under whose direction these pictures were made.

IN PHOTO TAKEN AT MILLIONTH OF SECOND, SHAPED CHARGE HITS (LEFT) A HALF-INCH ARMOR PLATE, SENDS STEEL JET (THIN HORIZONTAL LINE) THROUGH





IMPACT of the projectile starts an explosion (red) which travels forward toward the metal lined cone. The windshock (right), which has started to buckle against the armor plate, serves an all-important purpose: it holds the cone away from the target long enough to allow time for the metallic jet to form.



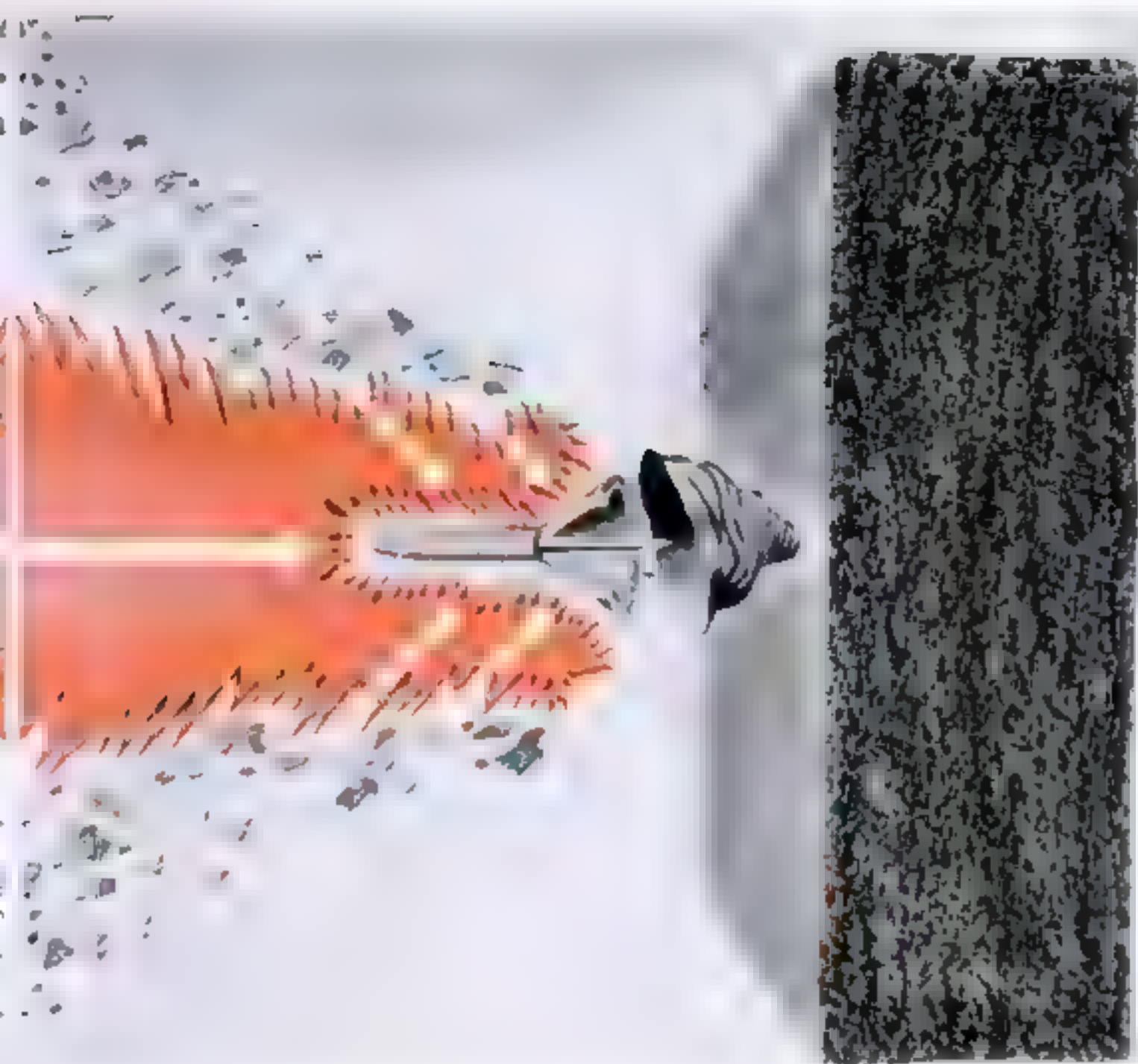
EXPLOSION reaches the apex of the cone (white arrows), which then starts to move and collapse. The metal inner lining of the cone, following the line of least resistance, forms the jet of metal particles which is hurled (black arrow) with terrific force toward the armor. Outer lining forms into a metal slug which follows behind the jet.



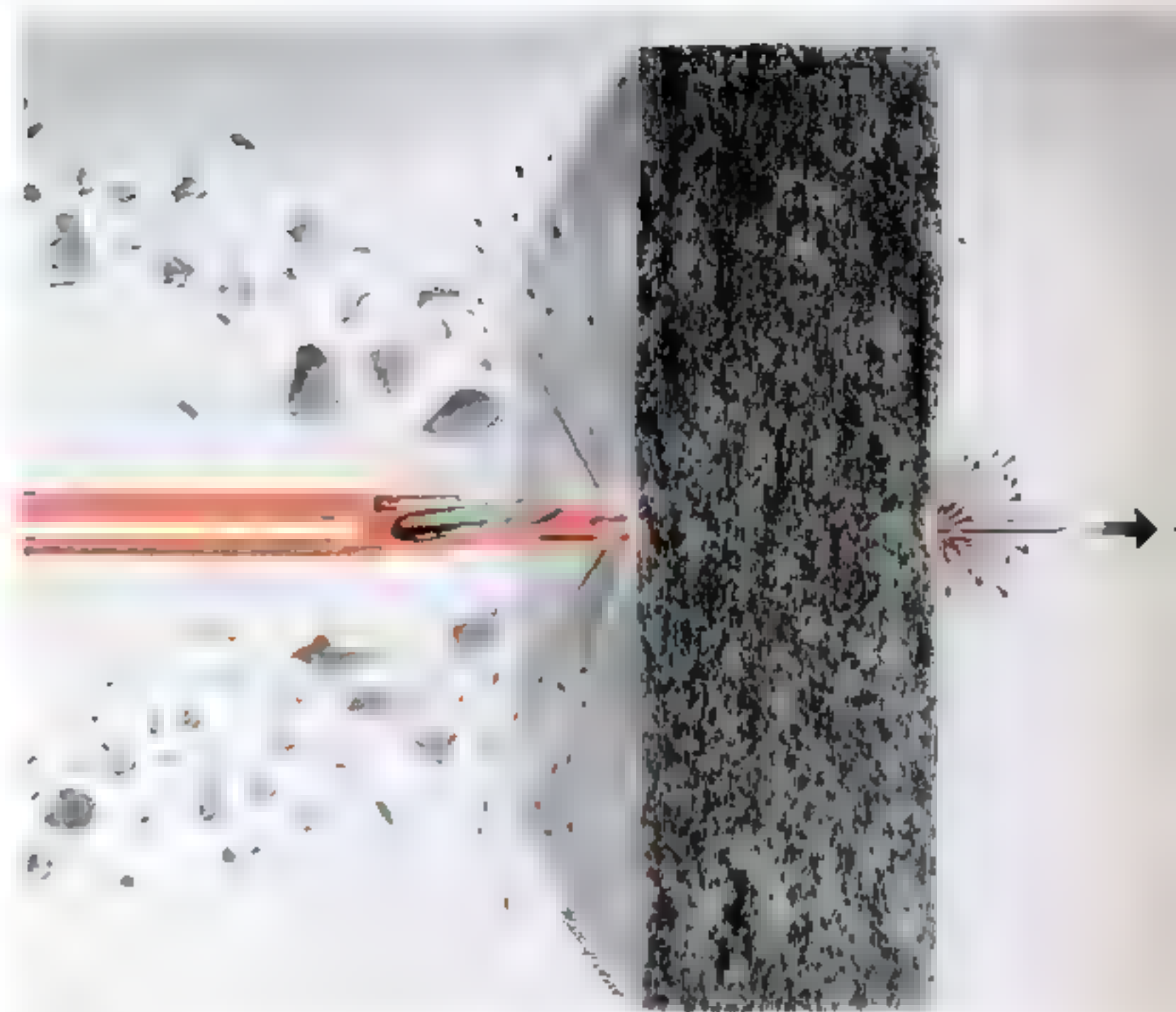
JET PENETRATES armor, making a neat, round bulge. The terrific speed of the jet does not splinter armor but causes it to flow apart like a pure fluid.



JET EMERGES through the armor plate glowing brilliantly because of air friction caused by its tremendous speed, which is about 10 times that of a rifle bullet.



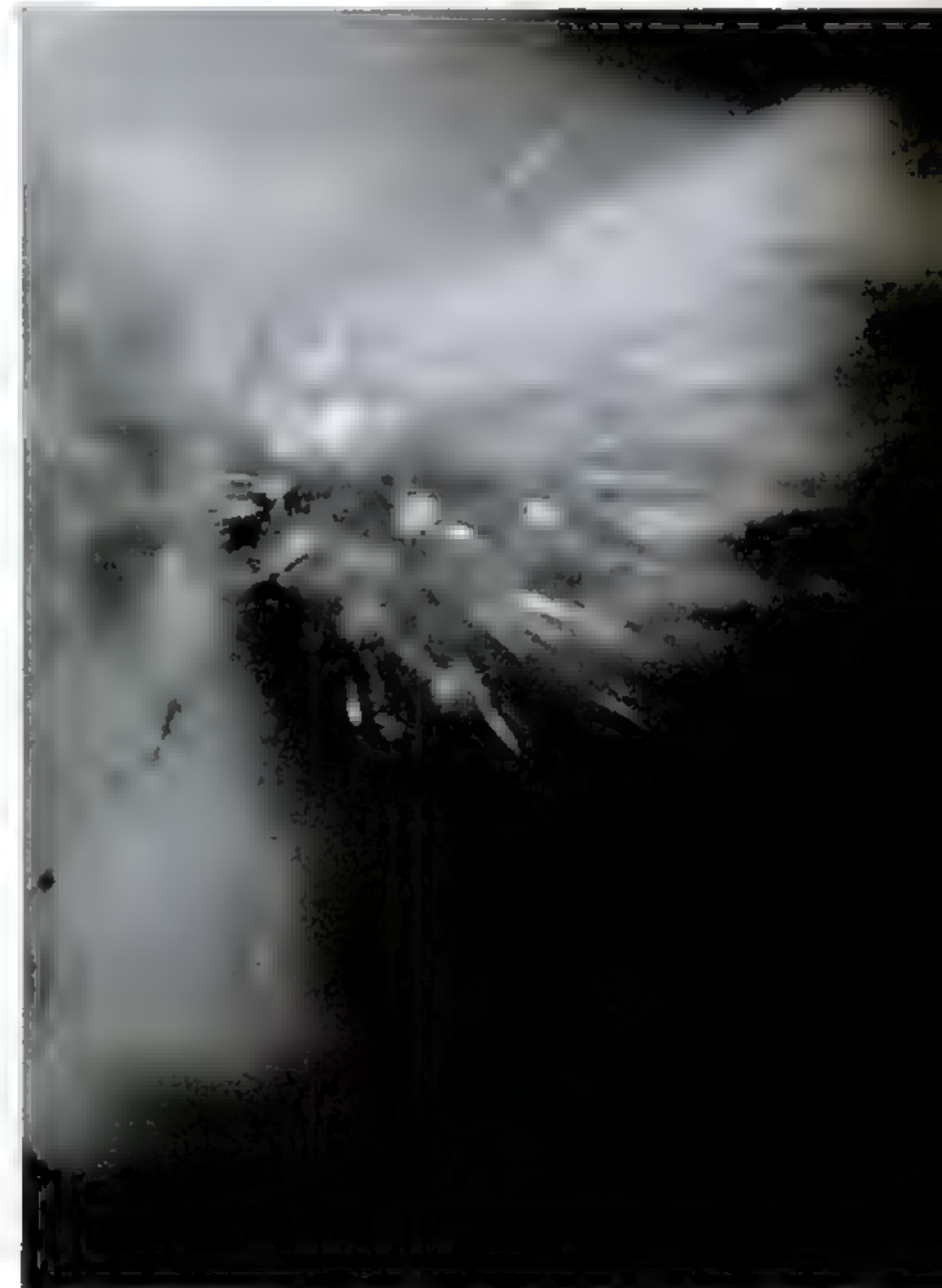
ELONGATION of the jet begins as more of the cone's metal lining is collapsed as the explosion expands beyond the apex of the cone. The windshield has now almost completely crumpled, but it has achieved its purpose as the jet, the tip of which is traveling at a speed of about 30,000 feet per second, is stretching away from the slug.



PENETRATION is made by tip of jet (black arrow), which forces through the armor at approximately 12,000 feet per second. When the hole is made, the rest of the jet particles follow at full speed. The remaining force of the explosion (white arrow) splatters slower-moving slug against side of the armor plate.



JET SPRAYS steel particles from hole in armor. To get these pictures, Carnegie Tech scientists had to use a flash with an intensity of about 500 million candlepower.



JET'S AFTERMATH is these fragments of steel plate coming after the jet. Inside tank fragments ricochet and explode fuel and ammunition, killing crew.

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Some styles higher.



Shaped Charge CONTINUED



METALLIC JET IS PHOTOGRAPHED IN FREE FLIGHT DOING 20,000 MPH

HOW SHAPED CHARGE DEVELOPED

The picture below shows four rectangular steel blocks each of which has been hit by a different type of explosive charge. The top block has been scarcely dented by a conventional solid charge. The next block has a small hole caused by Dr. Munroe's hollowed-out charge. The third block shows effect of the now metal-lined hollow charge's steel jet, when charge is held against the steel block. But deepest penetration at bottom is caused by this same jet charge when held away from steel block.



EFFECT of different charges is shown by the four steel blocks at right which were actually fired upon in experiments. The charges at left are wooden models.

companionpiece of gracious living



THE WESTMINSTER II by DuMont

Now, designed for the discriminating few who would have the very best, here is the new Westminster Series II. Here is the magic of DuMont television — brilliant, lifelike, rock-steady. The endless world of radio — both standard AM and static-free FM. The pleasure of records — all three sizes, all three speeds. The fascination of a professional quality tape recorder to make and keep forever your own recordings. All controlled by an automatic time clock. Surely no finer entertainment combination was ever built. This is the host of your happiest hours.



19-inch Television!
Built-in AM and FM Radio!

Three-way Automatic Phonograph!
Hi-fidelity Tape Recorder!

Automatic Time-clock Control!

GABINET DESIGNED BY
HERBERT ROSENBERG

DUMONT First with the finest in Television



Only your wisest love can protect your baby's tender skin from harm

Care Tenderly for his Thinner Skin



A good part of your day is spent keeping his thinner skin dry and comfortable. That's why you give careful thought to the choice of his bathroom tissue. More mothers every day are finding the ideal combination of "tender skin" qualities in ScotTissue.



You carefully check the temperature of his bath water—see that it is *never* too warm. His skin is so tender that the difference of only a few degrees might burn it. His baby skin is really thinner than yours—modern skin studies show that it would be "hurt" more easily. Your tiny baby looks to you to protect him.

You need to change him often. And Scot-Tissue has "old linen" softness that doesn't chafe. Quick absorbency for clean cleansing. And just the right strength to resist tearing. Up to 6 months try cushioning his diapers with 20 or more sheets of fluffed-up ScotTissue. Just flush away the soiled tissue. Nicer for both of you.

"ScotTissue," "Soft as old linen," Reg. U. S. Pat. Off.

SCOTTISSUE IS SOFT AS OLD LINEN



STANDING IN A SPECIALLY DESIGNED STALL OF HIS AUTOMOBILE, GAYLORD HONKS THE HORN WITH MUZZLE

ANIMALS TAKE OVER THE WHEEL

Gaylord, an 8-year-old chestnut gelding of Louisville, Ky., can drive an automobile. So can Shu-Shu, a mocha-colored hound of Budapest, Hungary. Gaylord, who is very accomplished, can do almost anything a human auto driver

can do (p. 74). He can even blow the horn. Shu-Shu has more limited skills as an automobile driver (p. 79) although he too can blow the horn. But by a sad irony Shu-Shu, who lives in a country where the profit motive is officially scorned,

is well rewarded for his talents: he gets \$50 a night for working in a circus. Gaylord, on the other hand, though he is far more talented and lives in a country which rewards free enterprise, is still looking for the right job to come along.

SITTING IN HIS ROADSTER IN BUDAPEST, SHU-SHU PUTS HIS PAWS IN STEERING POSITION ON THE WHEEL



CONTINUED ON NEXT PAGE

Carter's Trigs pay off in comfort!

Sit easy. Bend easy. The trick is the knitting
Only Carter's knit gives Carter's fit
(and cotton knits need no ironing)



"DAD selected Trigs
T shirt at \$1.35
and briefs at \$1.10."

"LAD'S choice is Trigs
short sleeve shirt
and mid-length shorts
\$1.15 each."

The William Carter Co.
Needham Heights 94, Mass.

Animals at the Wheel CONTINUED



HIS TEETH GRIPPING THE GEAR SHIFT, GAYLORD PUTS CAR INTO HIGH

GAYLORD USES HOOFS AND TEETH

Almost every morning Gaylord drives around Seneca Park in a 1941 Oldsmobile. He pulls a lever with his teeth to start the car, also uses his teeth to steer and shift (*above*). He uses his front hoofs to accelerate and to brake (*below*). His trainer is always nearby, telling him what to do. Gaylord has been learning to drive for three years, rarely goes more than 4 mph. Next step for Gaylord, says his trainer, is talking.



BRAKE AND ACCELERATOR PEDALS are found by Gaylord because of the way they are made. Left brake pedal is wood; right gas pedal is rubber.

CONTINUED ON PAGE 79

IN TUNE WITH FAMILY FUN!

"fresh up" with Seven-Up!

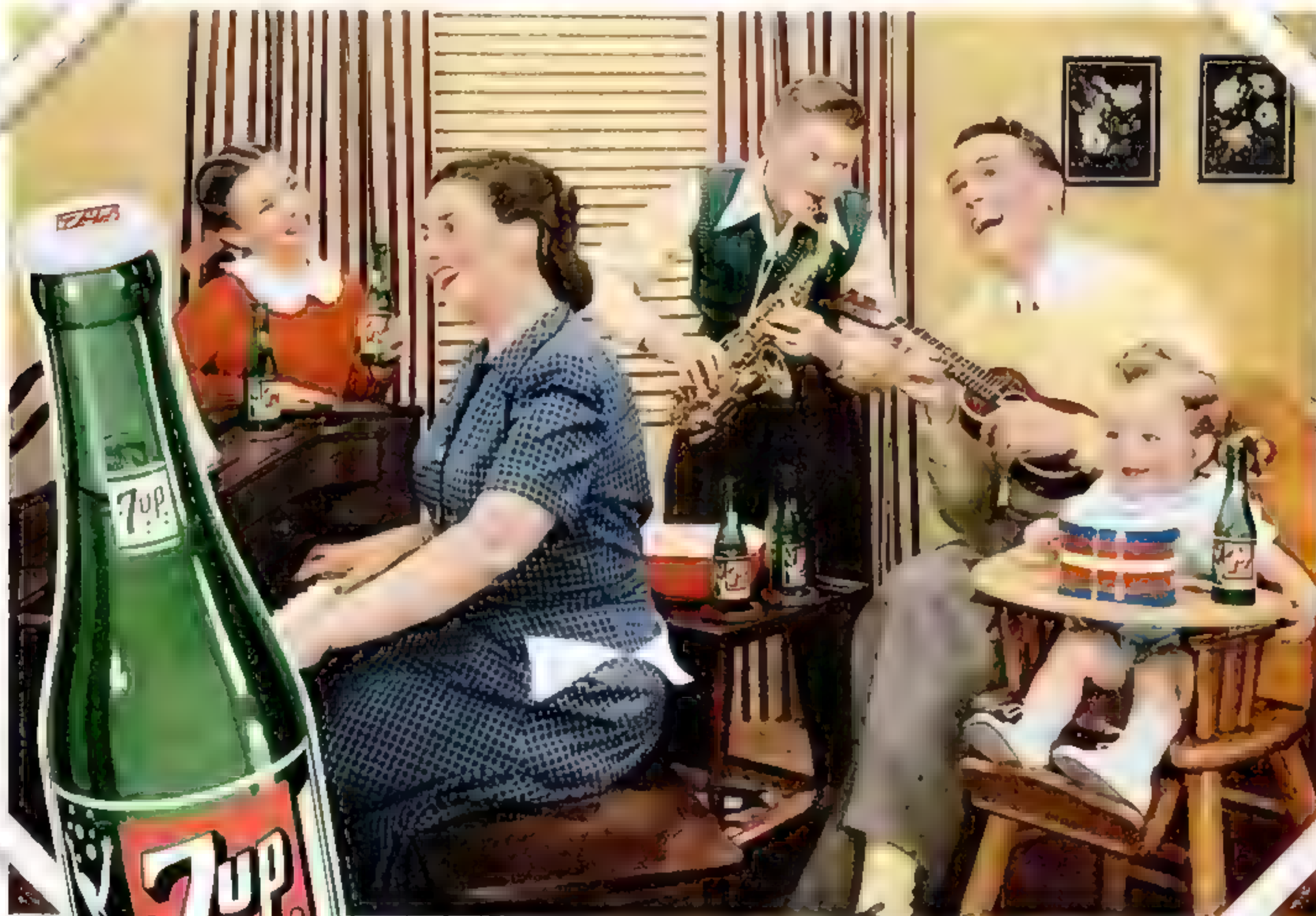
BE A "FRESH UP" FAMILY!

It's fun when the whole family gathers around Mom at the piano . . . singing and playing their favorite tunes. And cheerful, crystal-clear 7-Up joins right in because its lively sparkle and fresh, clean taste appeal to all ages.

The *all-family* drink—that's 7-Up! So pure . . . so good . . . so wholesome, all ages, including toddlers, can "fresh up" with 7-Up often. Always keep plenty of 7-Up in your refrigerator and see how it adds to family fun. It's a regular part of happy living in millions of homes. Buy a case today where you see those bright 7-Up signs.



Copyright, 1950 by
Seven-Up Bottling Co.



You like it... it likes you!



BUY A CASE TODAY!

PACKARD -THE ONE FOR '51!



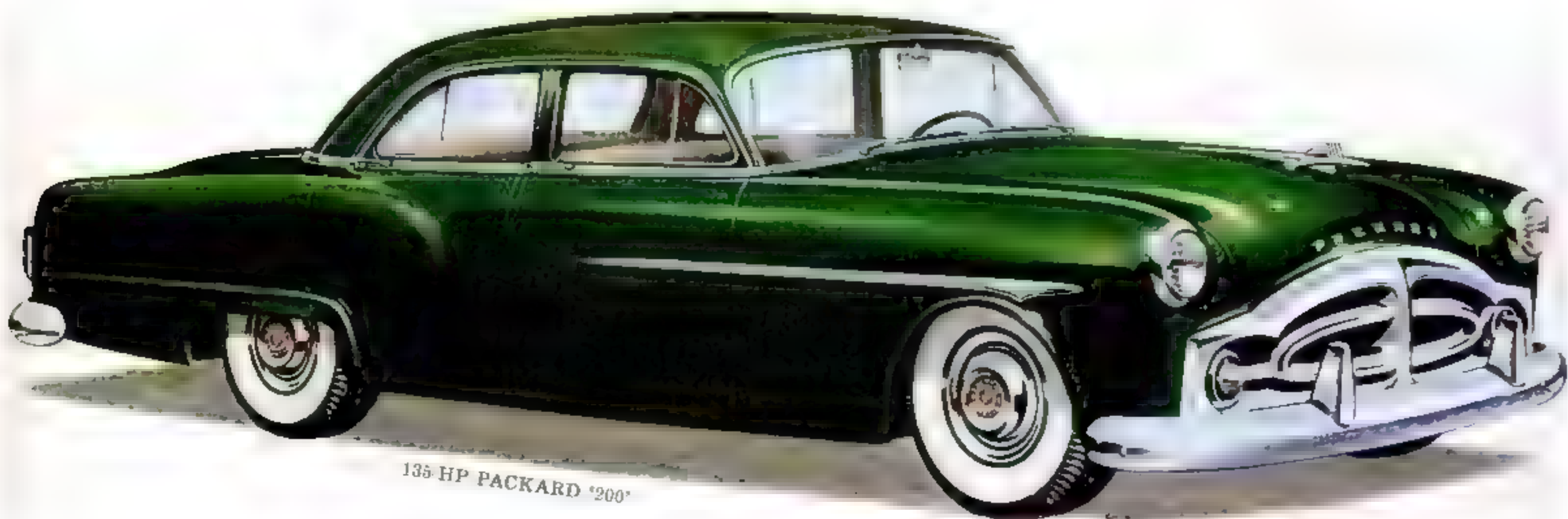
★ Three brand-new series . . . nine exciting new models . . . All with . . .

★ New low-to-the-road styling! New Guide-line safety fenders! New Horizon-view visibility!

★ Stunning new, roomier, Fashion Forum interiors with . . . New Perma-plait upholstery! New Tele-glance instrument panel! New Hush-toned soundproofing!



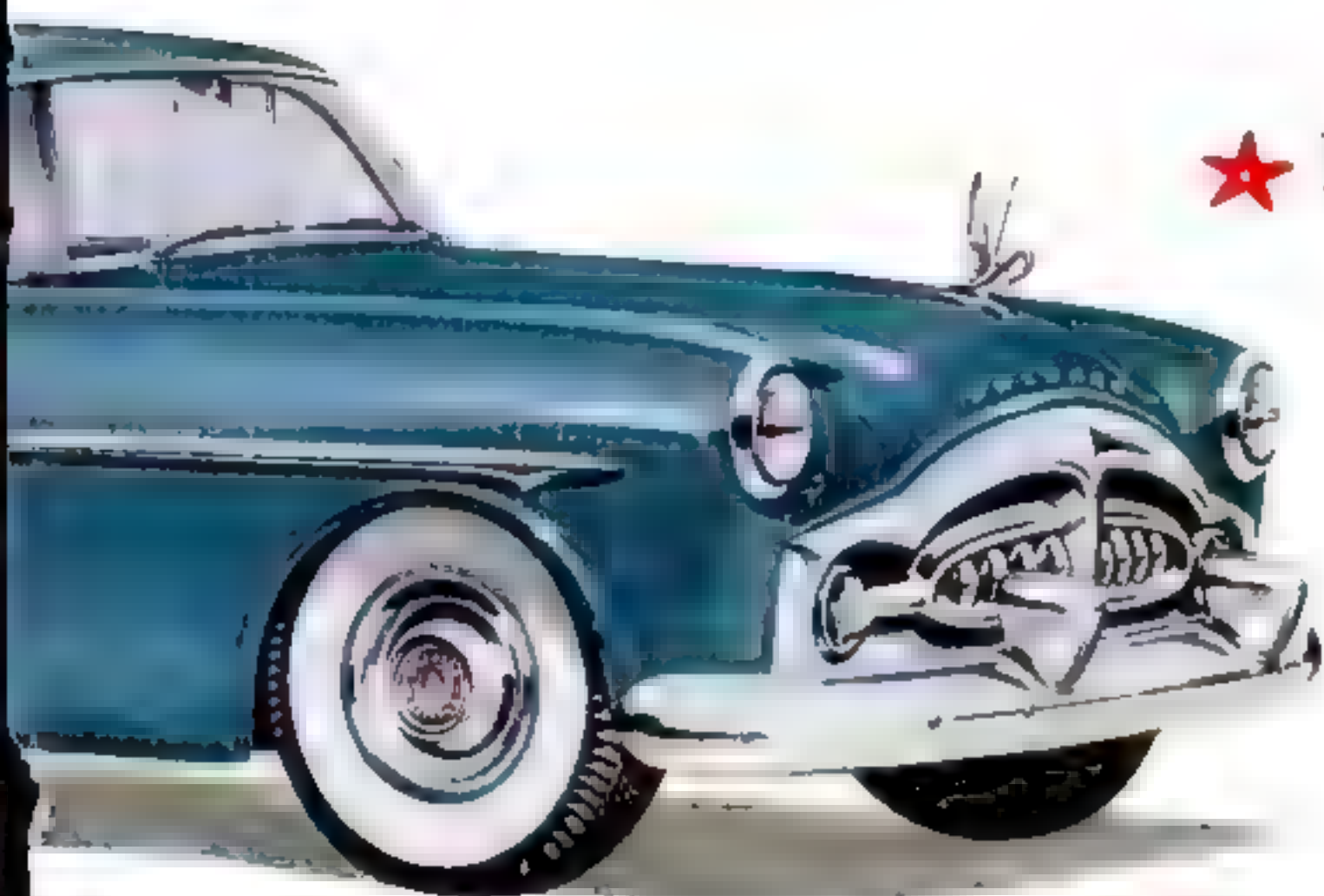
150-HP PACKARD '800'



135-HP PACKARD '200'



155-HP PACKARD PATRICIAN '400'



★ New Packard Thunderbolt engines—
America's highest-compression eights!
Combined with Packard's exclusive
Ultramatic Drive—now even finer for '51—
to give you America's most advanced
traffic-and-highway performance!

★ New safety, and restful riding comfort from . . .
New Armor-rib body construction!
New Load-ease steering! New Broad-beam
suspension—a wonderful new feature of
Packard's famed Limousine Ride!

★ Above all:
It's more than a car,
it's a Packard—
at prices that make this
your year to
be "the man who owns one!"

NEW, ALL-NEW 1951 PACKARD

See it . . . drive it . . . and get your order in early!
ASK THE MAN WHO OWNS ONE

TIME IS THE ART OF THE SWISS



No gift so modern as a fine Swiss watch

Practically all the news in watches comes from Switzerland. All self-winding watches, wrist chronometers and calendar watches are exclusively Swiss. And so it is with the world's smallest watches, the thinnest, the most complicated. For every fine Swiss watch owes its beauty and precision to the superiority of Swiss watchmaking machinery, to hours of hand-crafting, to skills handed down from fathers to sons for 300 years. For the gifts you'll give with pride, let your jeweler be your guide.

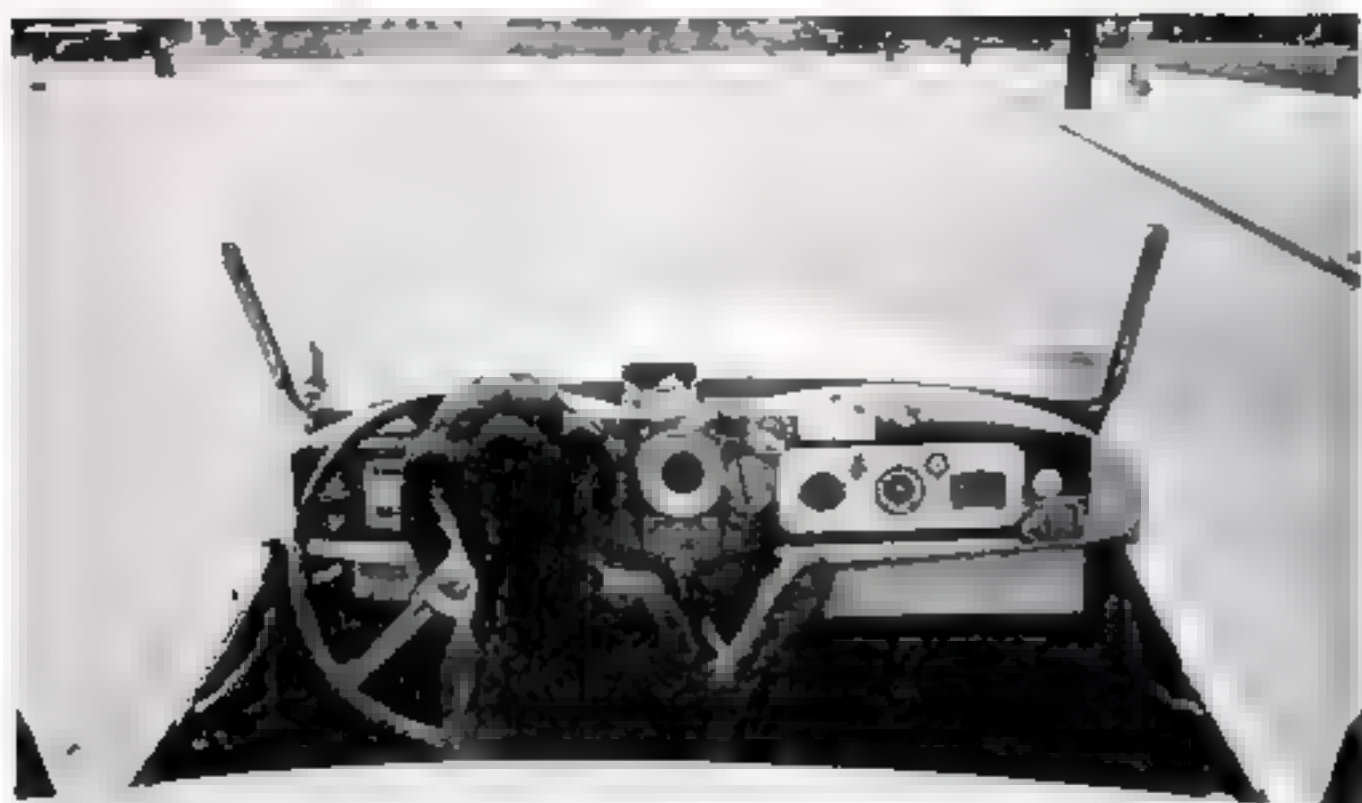
The WATCHMAKERS



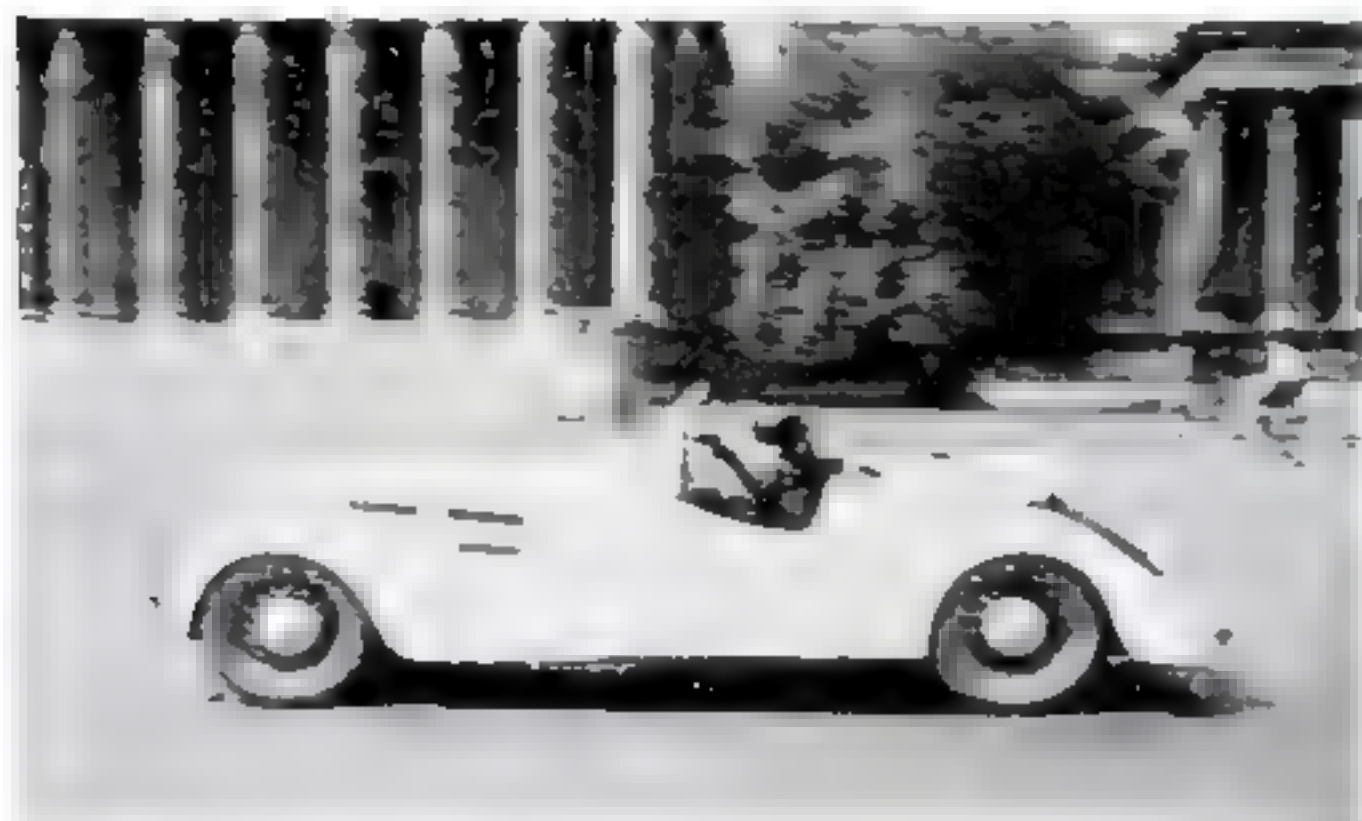
OF SWITZERLAND



For the 100,000 parts of a fine Swiss watch are finished and assembled to perfection making it possible for your jeweler to service any make of fine Swiss watch both on a dial and a strap.



PUSHING LEVER ON DASHBOARD, SHU-SHU SKILLFULLY CONTROLS GAS



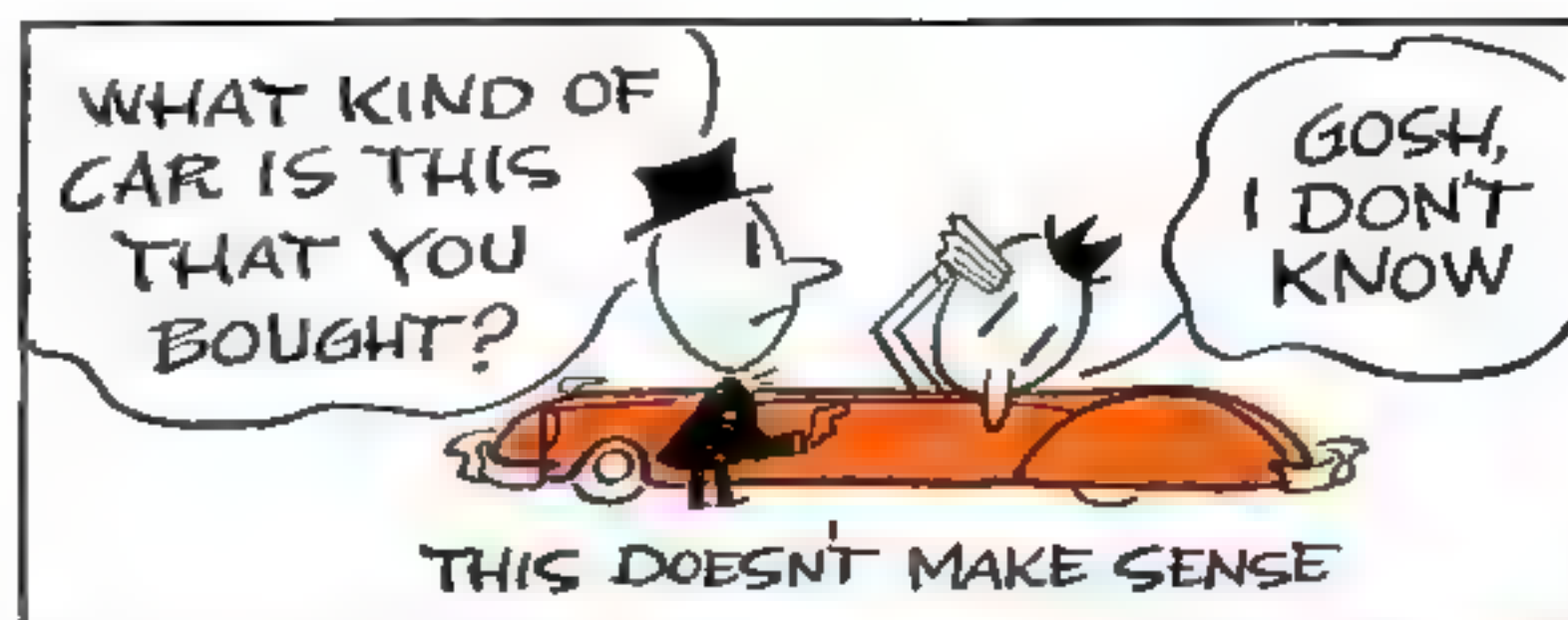
IN HEROES' SQUARE, SHU-SHU DRIVES PAST MUSEUM OF CREATIVE ARTS

SHU-SHU USES HIS FRONT PAWS

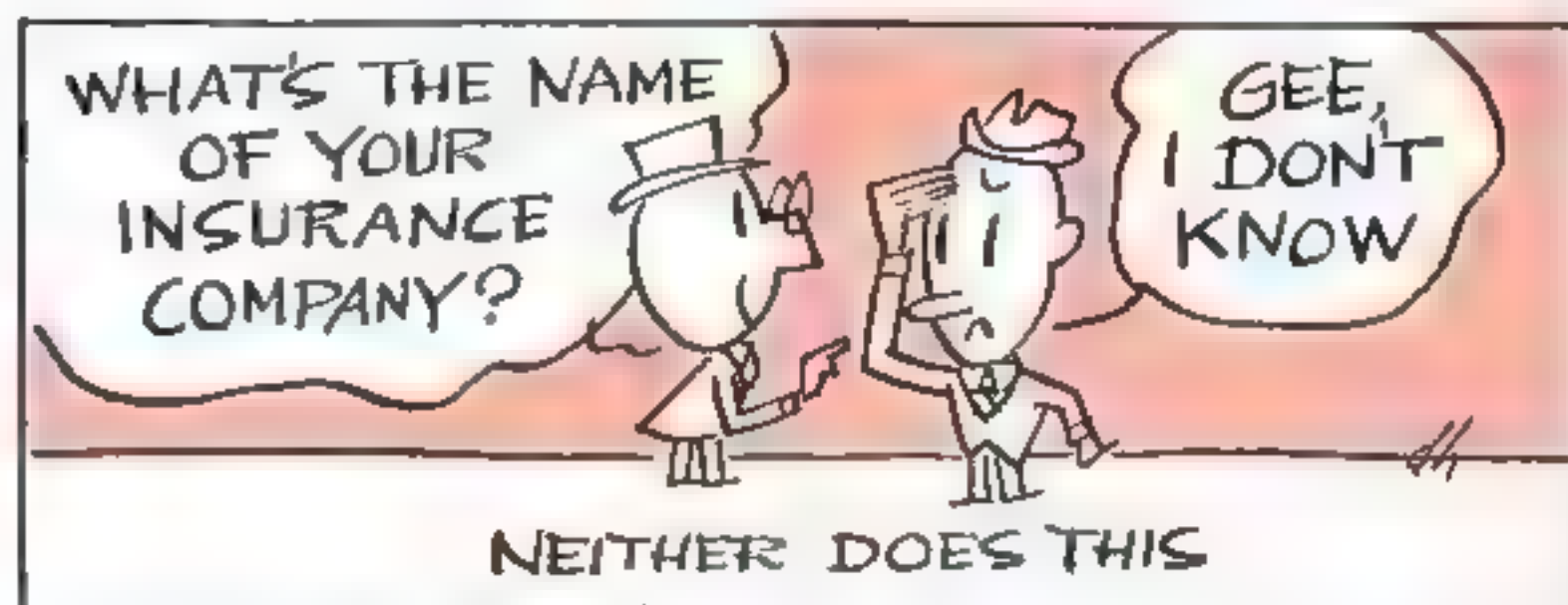
Shu-Shu and his master work like an acrobatic team. His master starts the car, jumps up on the rumble seat and Shu-Shu moves behind the wheel, steering with his paws. If Shu-Shu wants speed, he pulls with his paw at a special gas lever (above). Sometimes the master jumps out of the car. In these cases he puts only a little gasoline in the tank so the car will stop by itself. Shu-Shu sometimes gets up to 50 miles an hour.



NEW ACCOMPLISHMENT for Shu-Shu, being watched by trainer, is riding bicycle. Problem now is to design gammuck so his legs can reach the pedals.



THIS DOESN'T MAKE SENSE



NEITHER DOES THIS

*10 to 1 you don't know
the name of your insurance company
by don herold-*

It's unbelievable, but true!

I've asked my friends to name the companies in which they carry fire, accident and other insurance, and only about 1 in 10 has even the slightest idea.

GOSH! I WONDER WHO MY INSURANCE COMPANY IS?



Yes, you probably buy your insurance blank. You probably don't

bother to know or ask the name of the insurance company. All wrong! Would you buy a car—or even a cigar—that way?

Yet, any minute—in case of a loss—your insurance policy may become worth many thousands of dollars to you! It may be the only thing between you and ruin.

So it is important to know who is promising to pay you if you have a loss. You want to be sure that the company is strong and safe even through panic and disaster.

How can you do this?

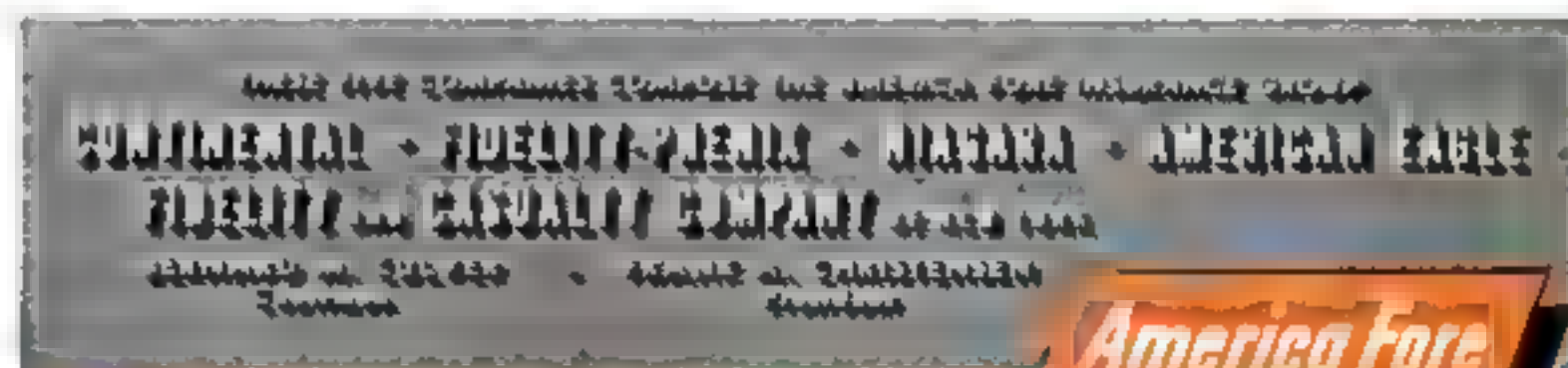
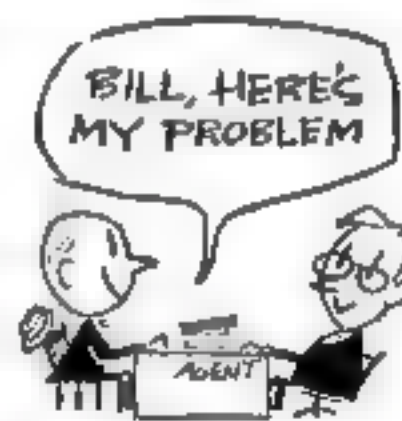
Contact an America Fore agent. He represents a Group of five, fine insurance companies operating under

the same management and writing practically all kinds of insurance except life. Their names are:

THE CONTINENTAL INSURANCE COMPANY
FIDELITY-PHENIX FIRE INSURANCE COMPANY
NIAGARA FIRE INSURANCE COMPANY
AMERICAN EAGLE FIRE INSURANCE COMPANY
THE FIDELITY AND CASUALTY COMPANY-
OF NEW YORK

Just ask for a policy bearing the America Fore seal when you want fire, liability, accident, burglary or many other kinds of insurance and bonds.

Insurance today is a study and a science, and you need a wise insurance man to advise you as to the best policies or combinations to fit your needs and save you money. Also, he's a good friend to help you in case of loss. The America Fore Group has some 40,000 representatives to serve you. To locate one in your community, call Western Union by number and ask for Operator 25.



LOOK FOR THIS SEAL ON YOUR POLICIES



"Oh well—let's hope his shorts are 'Sanforized'-labeled."



"If that's a 'Sanforized' shirt, you can come down to my place."



"He won't mind, he wears 'Sanforized' pajamas."



七
九
八

MISTER! Whoever you are. To avoid cotton garments that shrink out of fit, ALWAYS look for, demand, and insist on seeing the "Sanforized" trade-mark before you buy!

Seeing is believing! Make even your favorite salesman show you "Sanforized" on the label.

P. S. Tell your missus, too.

SANFORIZED

TRADE MARK



GENIAL COMEDIAN BOBBY CLARK, WHO MADE TV DEBUT THIS MONTH, TURNS HIMSELF INTO AN OGRE BY HOLDING MAGNIFYING GLASS AGAINST HIS MOUTH

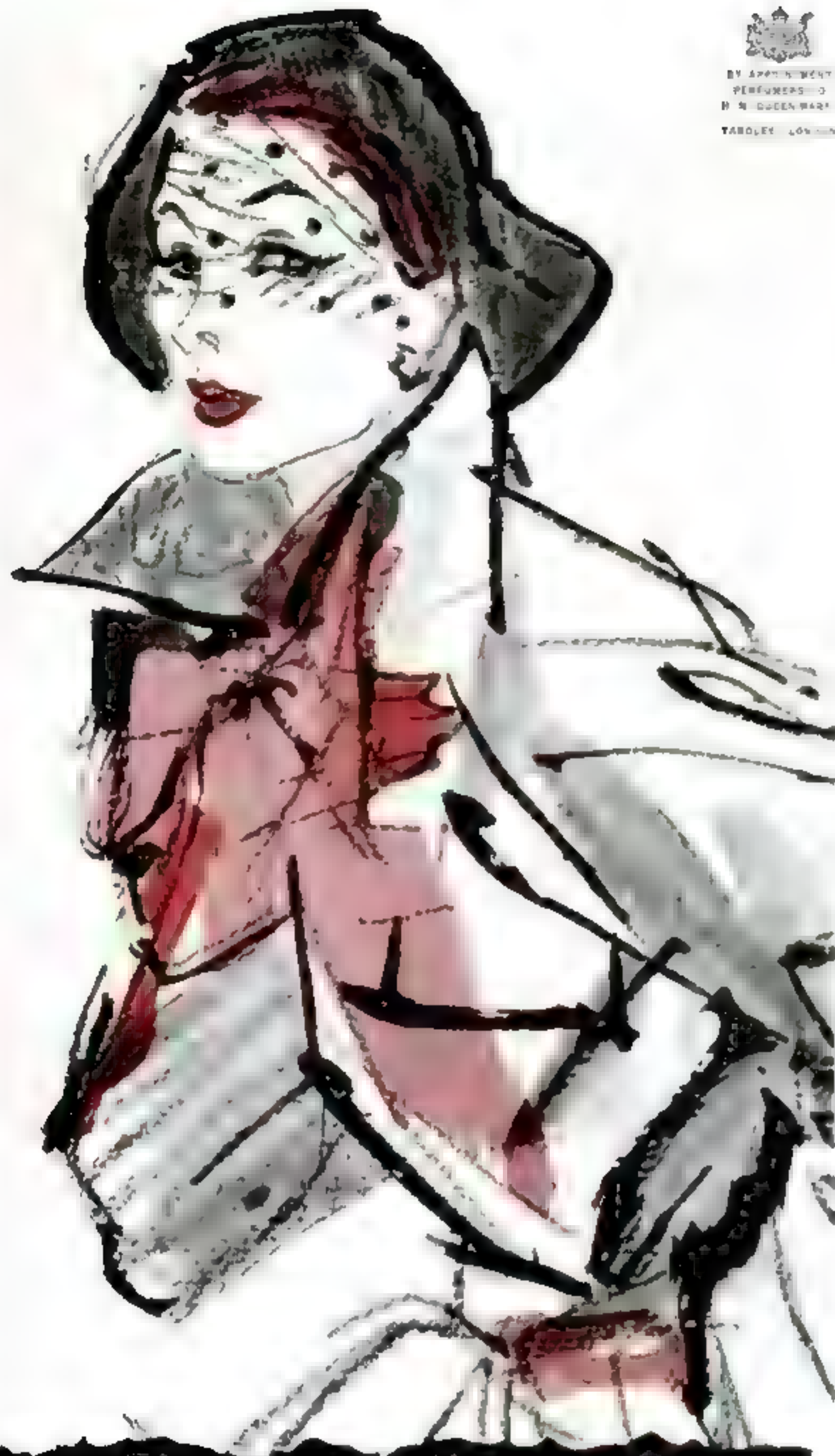
BIGTIME COMICS INVADE TV

After a siege of standoffishness, most of the great U.S. funnymen are bagged in one bunch by NBC

This fall the full, fine flower of U.S. comedy—the members of the great tribe that includes Bobby Clark, Jummy Durante, Eddie Cantor—was persuaded to overcome its fear of TV and be signed up in one grand package by NBC. In an all-out effort to woo audiences away from rival networks, NBC scheduled its funnyman's

hall of fame at the same hours (Wednesdays and Sundays) as CBS's rival whoopdedoos, *Toast of the Town* and Arthur Godfrey. Wisely the venerable jokesters are rotated so each one appears only every few weeks, giving him enough time to get the supporting shows tailored to his talents. So far results have not been spectacular.

Some comics, like Clark, have dipped too often into old gag bags; some, like Fred Allen, were uneasy with the new medium. But even if it takes a while for these men to warm up, they are giving TV what it badly needs and what, with rare exceptions, it has not had time or intelligence to get: a rich transfusion of comic genius.



BY APPOINTMENT
PERFORMERS
H. M. QUEEN MARY
YARDLEY LONDON

Keep your lips aglow with *Red Burgundy*, a rich,
warm lipstick shade for winter...
in Yardley's creamy-smooth,
stays-on new lipstick
that comes in a majestic case

Eight other smart shades to choose from, too. \$1, plus tax

YARDLEY Lipstick



Yardley products for America are created in England and finished in the U.S.A. from the original English formulae, combining imported and domestic ingredients. Yardley of London, Inc., 620 Fifth Avenue, N.Y.C.

TV Comics CONTINUED

CANTOR REVIVES CLASSIC SKIT:



CANTOR (LEFT) TRIES TO SELL CUSTOMER COAT WITH BUILT-IN HANGER



AS CUSTOMER INSISTS ON A SUIT WITH A BELT, CANTOR THROTTLES HIM



AS CUSTOMER DECIDES HE MIGHT PREFER CHECKS, CANTOR ADDS THEM



TO APPEASE CUSTOMER, THEY OFFER HIM TOO-BIG HAT ENTIRELY FREE

"A SUIT WITH A BELT IN BACK"



AS CUSTOMER COMPLAINS SUIT IS TOO TIGHT, CANTOR RIPS OPEN BACK



CUSTOMER ASKS FOR A PIN-STRIPED SUIT, CANTOR CHALKS ON STRIPES



AS CUSTOMER FIRMLY DEMANDS BELTED SUIT, CANTOR JUMPS ON HIM



ADMITTING THEY DON'T HAVE IT, THEY OFFER FISH FOR CONSOLATION

CONTINUED ON NEXT PAGE

Grin
Grin
at budget troubles
with
Grin



*Undies made of
Spun-lo rayon
Give you savings
to get gay on!
Always sure
to make a hit
Are their famous
wear and fit!*

Always look for the Spun-lo label on
PANTIES • SLIPS • PETTICOATS
GOWNS • CHILDREN'S UNDIES
—it means extra value for you



INDUSTRIAL RAYON CORPORATION, CLEVELAND, OH O
PRODUCERS OF CONTINUOUS PROCESS RAYON YARNS AND TYRON CORD FOR TIRES

3 STRIKES TO THE GOOD!



CHOOSE THE ONE
WHISKEY THAT GIVES YOU ALL 3



FLEISCHMANN'S

PREFERRED

BLENDED WHISKEY • 90 PROOF • 65% GRAIN NEUTRAL SPIRITS.
THE FLEISCHMANN DISTILLING CORPORATION, PEEKSKILL, N. Y.

Every drop

90 PROOF

rich, robust, delicious!

CHOICE QUALITY

Fleischmann's Superb Straight
Whiskies Blended With Fine
Grain Neutral Spirits!

WINNING PRICE

America's Greatest
Whiskey Value!

TV Comics CONTINUED



JIMMY DURANTE will not thrust his frenetic mug before the TV cameras until next month. Despite 38 years of experience in movies, Broadway musicals, vaudeville and nightclubs, Jimmy is nervous about going on television.



ED WYNN is the only comedian in NBC's new package who has had a full fling at TV before. His successful last season's show was kinescoped over most of the country. Now most audiences get first chance to see him in a live show.

CONTINUED ON PAGE 31

new! the wonder shirt

for neatness and comfort...

the new **Van Heusen** *CENTURY* shirt

with the soft collar that

**won't
wrinkle
ever!**



Secret behind Van Heusen Century! It's woven in one piece. No sewn or fused layers to wrinkle. The fold line is woven in to stay—can't even be ironed wrong.

Two collar models, single or French cuffs

Regular collar: Van Heusen Century 100, \$3.95 Van Heusen Century 400, \$4.95
Wide-spread: Van Heusen Century 200, \$3.95 Van Heusen Century 500, \$4.95

No other shirt in the world but the new Van Heusen Century has the luxuriously soft collar that stays neat all 24 hours of the day. By a patented, can't-be-copied process, this collar is woven in one piece of special fabric... has no inner linings or layers to wrinkle or buckle.

Even the fold line is woven in by an exclusive method so it can't fold wrong... feels as gentle and smooth as a fine linen handkerchief around your neck.

The new Van Heusen Century is the *only* shirt that has such comfort and neatness... plus fine tailoring, famous low-setting Van Heusen "Comfort Contour" collar styling.

A new shirt free if your Van Heusen Century shrinks out of size.

Tie shown: Van Heusen Century Satin Squares \$1.50

Phillips-Jones Corp., New York 1, N. Y., Makers of
Van Heusen Shirts • Sport Shirts • Ties • Pajamas • Collars



Perspiration won't wilt it!
Soft collar of new Van Heusen Century stays neat and smart round the clock—without starch...or stays.



Work won't wrinkle it!
Fold line is woven in to stay in place, to feel handkerchief-soft. And even the collar points resist curling up.



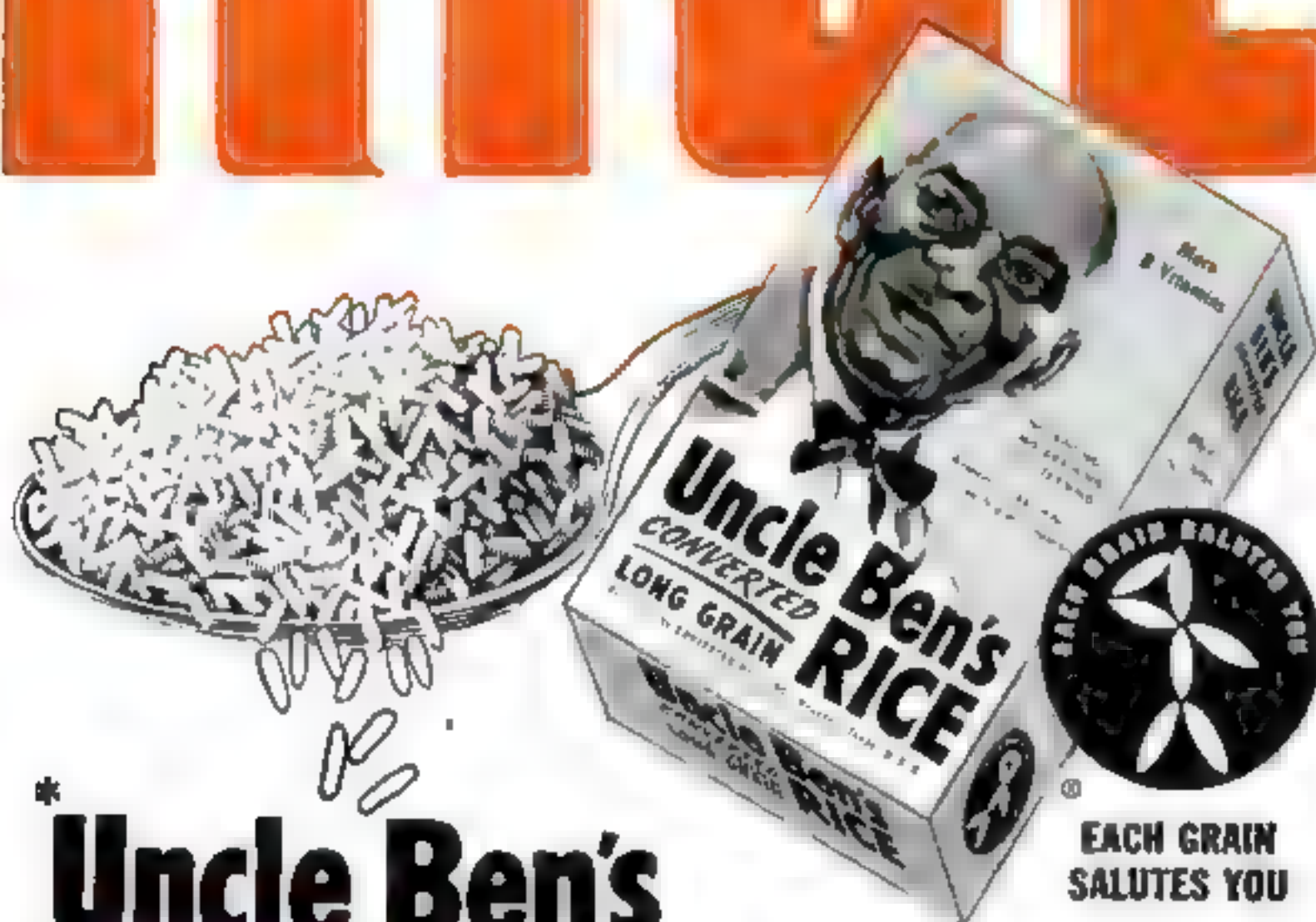
Laundrying won't hurt it!
Easy laundering—can't even iron-in wrinkles. No starch, less ironing mean more wear...more comfort.



Patented one-piece collar!
Has no lining—just can't wrinkle. Van Heusen "Comfort Contour" collar styling gives a neat look always.

Van Heusen
CENTURY shirts
\$3.95 and \$4.95

The Fluffy Fluffy RICE



*** Uncle Ben's
CONVERTED
LONG GRAIN RICE**

*Uncle Ben's® and "Converted" are trade-marks of Converted Rice, Inc.

**Its sunny color—
like magic—cooks up
white and fluffy**

*Uncle Ben's Rice, before milling, is put through an exclusive patented process. This assures retention of natural B vitamins and flavor, and at the same time makes this rice the easiest to cook. It's always fluffy.

CONVERTED RICE, INC., Houston, Texas

©1950 Converted Rice, Inc.

The connoisseurs discovered it. Now everyone can enjoy it—the extra-long-grain rice with the extra B vitamins.

Guaranteed to cook up white and fluffy every time or your money back!

Grains stay separate and fluffy even when stored in the refrigerator and reheated.

Want praise from family or guests? Then try Uncle Ben's.

TV Comics CONTINUED



TIRED AND DISSATISFIED DURING REHEARSAL, ALLEN SLUMPS BACKSTAGE

YOU CAN DO BETTER, MR. ALLEN

After two years of refusing to act for TV and talking pretty mean about it (*LIFE*, July 4, 1949), Fred Allen was persuaded to sign up this fall. From the moment rehearsals began, he was struggling to do his best and was very nervous. He performed half apologetically, and too many of his jokes attempted to kid TV. His admirers harmed him by expecting too much and felt let down when his show was only so-so. Since Allen has one of the sharpest wits in show business, he can regain his prestige if he will simply relax, take TV for granted and be Fred Allen.

STYLED BY CARL OTTO

THE FINEST
SHAVING
INSTRUMENT
OF ALL TIME



ACTUAL SIZE

Now-Shaving At Its Best

from the people who made shaving easy

Pick up this brand-new Schick "20"—and every little thing you've ever wanted in shaving is yours.

For the Schick "20" is the anniversary model that crowns 20 years' development by the inventors of easy shaving.

So you get the lightest electric shaver ever fashioned. Your fingers curl around a new shape that's beautifully balanced.

You press a button—and your beard seems to vanish as those Hi-Velocity Heads purr through it. They *keep* purring through the toughest stubble, for they're driven by the most powerful motor Schick ever built, a *real rotary motor*.

Soon, very soon, you're shaved. Clean, smooth, minus cut and nick—you're ready

to show your face to the world.

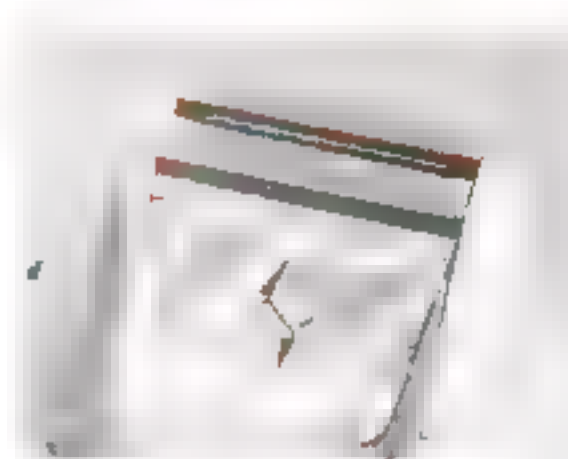
And that case is a dream, too. It's as handy as it is handsome—custom-tailored for the Schick "20" and for your convenience in every way.

If you want the finest shave of your life, sooner or later you'll have to turn to the Schick "20." Why put it off for even one shave? Any dealer will be glad to show you the Schick "20" and its companions, the Schick Super and the Schick Colonel.

Schick Incorporated, Stamford, Conn.
Service offices in principal cities.

Schick "20"—\$24.50
Schick Super—\$22.50 • Schick Colonel—\$17.50

★ Christmas shopping really early? You can't find a better gift for a man.



NEW HI-VELOCITY HEADS—Higher speed with longer cutter thrust. Sharpened and honed. Exclusive combing edges guide whiskers. Interceptor bar, in each head, stands up whiskers for close cropping.

NEW EASY-TO-HOLD SHAPE—Lightest shaver on the market, dimpled indentations for non-slip grip, compact form fits fingers. New longer Whisk-Its open to two positions for easy cleaning.



NEW TOP-POWER MOTOR—A real rotary motor. Precision-built, smooth, a powerhouse—packs more power than any other we ever made. AC or DC. Snaps into action or stops when you press the Stop-Start Button.

NEW CADDIE CASE—in a rich, leather-like covering, saddle-stitched, lettered in gold. Handy sized for medicine cabinet, wash-basin shelf, dressing room—or for traveling.



CELEBRATING 20 YEARS AS THE FIRST NAME IN ELECTRIC SHAVING

Schick "20" ANNIVERSARY MODEL

MORE MEN USE SCHICK ELECTRIC SHAVERS THAN ANY OTHER MAKE

When Americans Eat Heinz Soups Are



For folks who like home flavor!

● If you're partial to soups that really taste home-made, you'll like *Heinz* Soups! *Heinz* chefs cook them with patient care—season them with carefully selected spices. Order your favorite *Heinz* Soup next time you see a *Heinz* Electric Soup Kitchen.



For folks in a big hurry!

● *Heinz* Soup Kitchens are the answer for you hustling Americans who like good food even when time is short. In two minutes you can enjoy a bowl of delectable, nourishing *Heinz* Soup—the ideal lunch for travelers, shoppers, office girls, business men!



Of All The Canned Soups Served In The
Nation's Drug Stores, Roadside Stands,
Sandwich Shops And Other Eating Places,
Heinz Soups Are Enjoyed By More People
Than Any Other Kind!

AT EATING PLACES from coast-to-coast, *Heinz* Soups far outsell all other canned soups. And it's really not surprising, for folks know from experience that *Heinz* Soups are brimming with delightful, old-fashioned flavors! Busy people appreciate, too, the convenience of *Heinz* Electric Soup Kitchens! Thousands of these units—which were originated by *Heinz*—are now in use throughout the country. They make possible speedy, two-minute service of your favorite soups!

● Perhaps between trains, while waiting for a plane or on a hurried shopping trip, you'd like a big, steaming bowl of *Heinz* Chicken Noodle Soup, glistening with little pools of real chicken butter and laced with tender noodles. Maybe rosy, rich *Heinz* Cream of Tomato or hearty *Heinz* Vegetable Soup would just hit the spot! You have your choice of these and seven other home-tasting, exquisitely seasoned *Heinz* Soups wherever there's a *Heinz* Electric Soup Kitchen!

● Look for a *Heinz* Electric Soup Kitchen when you're traveling or dining out. It's a sign of wonderfully different home-tasting soups. You *know* they're good because they're *Heinz*!



*Wherever you go
look for the...*



...the sign of good eating!

Out...



Their First Choice!



Attention,
proprietors!

● See your Heinz man—or write to H. J. Heinz Company, Dept. LI-10, for more information about the Heinz Electric Soup Kitchen. Learn how thousands of eating places give customers better soup service! Send the coupon today.



One...Two...Three...Soup's On!

1 open

● Order your favorite Heinz Soup at your favorite eating place. While you watch, the soup which you have selected is poured into an electric cup.

2 heat

● In two minutes—almost before you realize it—you catch the tempting aroma of the delicious, piping-hot soup which is being poured into the bowl.

3 serve

● Before you is placed a bowl of soup simply brimming with rich, homemade flavor. (And you have your choice of 10 savory, satisfying kinds of Heinz Soups!)

MAIL
NOW!



H. J. HEINZ CO., DEPT. LI-10, PITTSBURGH, PA.

Kindly send me complete details about Heinz Electric Soup Kitchen, enclosing material about Heinz two-minute service for my customers.

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

KIND OF BUSINESS OPERATED _____



Listen To "Ozzie And Harriet" Friday Evenings Over ABC



MR. CHURCHILL BECOMES A FREEMAN OF THE CITY OF BATH

The historic English resort city of Bath happens to have been the scene of Winston Churchill's first political speech. He made it 52 years ago, when he was a young man of 24 running for election to the House of Commons. Young Mr. Churchill won his campaign, and he has sat in the House of Commons almost continuously ever since. This year he traveled again to Bath to receive the Freedom of the City. It is an honor of the kind Winston Churchill especially values because it symbolizes the continuity of democratic institutions, great and small, with which he has always identified himself. The setting was one calculated to satisfy his delight in ceremonies rich in old tradition. The platform from which Mr.

Churchill spoke (*above*) was decorated with the crossed gold maces of the city which date from 1708. The city's officials, including the town clerk (*above, left*), wore the gowns, wigs and badges of their offices. The mayor of Bath presented him with a handsome silver cigar box and an illuminated scroll setting forth Mr. Churchill's claims to the Freedom of Bath. A naval guard of honor was on hand to be reviewed. There was only one strictly modern, nontraditional aspect to the occasion. the present mayor of Bath is a woman, Miss Kathleen Harper. Mr. Churchill, a stickler for accurate nomenclature, conformed gracefully and gallantly to the British custom in such matters and addressed her as "Mr. Mayor."

Beginning of the fourth volume of

THE WAR MEMOIRS OF WINSTON CHURCHILL

HOW OUR RUSSIAN TROUBLES BEGAN

Even as we fought uphill to reach the turning point of the war we had always to turn aside to placate a demanding Soviet Union

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With the latest volume of his War Memoirs, *The Hinge of Fate*, Winston Churchill carries the story through 1942 and into the middle of 1943. This was the period when the tide of victory at last turned. In resuming this week its publication of the memoirs, LIFE has selected for condensation in four instalments those sections of the work that carry the most meaning for today. This instalment

begins below with the disaster at Singapore, whose strategic position in southeast Asia made it a special concern of the Australian government headed by Prime Minister John Curtin. Its defense was the immediate responsibility of Lieut. General A. E. Percival, stationed on the Malay Peninsula, under the command of General Sir Archibald Wavell, whose headquarters were in Indonesia.

I JUDGED it impossible to hold an inquiry by Royal Commission into the circumstances of the fall of Singapore while the war was raging. We could not spare the men, the time, or the energy. Parliament accepted this view; but I certainly thought that in justice to the officers and men concerned there should be an inquiry into all the circumstances as soon as the fighting stopped. This however has not been instituted by the Government of the day. Eight years have passed, and many of the witnesses are dead. It may well be that we shall never have a formal pronouncement by a competent court upon the worst disaster and largest capitulation of British history. In these pages I do not attempt to set myself up in the place of such a court or pronounce an opinion on the conduct of individuals. I confine myself to recording the salient facts as I believe them, and to documents written at the time. From these the reader must form his own opinion.

It is at least arguable whether it would not have been better to concentrate all our strength on defending Singapore island (*map, next page*), merely containing the Japanese advance down the Malayan peninsula with light mobile forces. The decision of the commanders on the spot, which I approved, was to fight the battle for Singapore in Johore, but to delay the enemy's approach thereto as much as possible. The defence of the mainland consisted of a continuous retreat, with heavy rearguard actions and stubborn props. The fighting reflects high credit on the troops and commanders engaged. It drew in to itself however nearly all the reinforcements piecemeal as they arrived. Every advantage lay with the enemy. Careful large-scale plans and secret infiltration of agents, including even hidden reserves of bicycles for Japanese cyclists, had been made.

The Japanese mastery of the air, arising from our bitter needs elsewhere, and for which the local commanders were in no way responsible, was another deadly fact. In the result the main fighting

strength of such an army as we had assigned to the defence of Singapore, and almost all the reinforcements sent after the Japanese declaration of war, were used up in gallant fighting on the peninsula, and when these had crossed the causeway to what should have been their supreme battleground their punch was gone. The army which could fight the decisive struggle for Singapore was dissipated before the Japanese attack began. It might be a hundred thousand men; but it was an army no more.

THE unfolding of the tragedy of Singapore was accompanied by the gravest discussions at home and by tense correspondence with General Wavell and with Mr. Curtin. It soon became clear that General Wavell had already doubts of our ability to maintain a prolonged defence of Singapore.

In order to make sure about the landward defences, which hitherto I had taken for granted, and the preparation for standing a siege, I sent the following telegram: "Please let me know your idea of what would happen in event of your being forced to withdraw into the island. . . . What are defences and obstructions on landward side? Are you sure you can dominate with fortress cannon any attempt to plant siege batteries? It has always seemed to me that the vital need is to prolong the defence of the island to last possible minute, but of course I hope it will not come to this. . . ."

Jan. 16, 1942

General Wavell to Prime Minister.

"... Until quite recently all plans were based on repulsing sea-borne attacks on island and holding land attack in Johore or farther north, and little or nothing was done to construct defences on north side of island to prevent crossing Johore Strait, though arrangements have been made to blow up the causeway. The fortress cannon of heaviest nature have all-round traverse, but their flat trajectory

makes them unsuitable for counter-battery work. Could certainly not guarantee to dominate enemy siege batteries with them. . . ."

IT was with feelings of painful surprise that I read this message. So there were no permanent fortifications covering the landward side of the naval base and of the city! Moreover, even more astounding, no measures worth speaking of had been taken by any of the commanders since the war began, and more especially since the Japanese had established themselves in Indo-China, to construct field defences. They had not even mentioned the fact that they did not exist.

It had never entered into my head that no circle of detached forts of a permanent character protected the rear of the famous fortress. I cannot understand how it was I did not know this. But none of the officers on the spot and none of my professional advisers at home seem to have realised this awful need. At any rate, none of them pointed it out to me—not even those who saw my telegrams based upon the false assumption that a regular siege would be required. I had read of Plevna in 1877, where before the era of machine-guns defences had been improvised by the Turks in the actual teeth of the Russian assault; and I had examined Verdun in 1917, where a field army lying in and among detached forts had a year earlier made so glorious a record. I had put my faith in the enemy being compelled to use artillery on a very large scale in order to pulverise our strong points at Singapore, and in the almost prohibitive difficulties and long delays which would impede such an artillery concentration and gathering of ammunition along Malayan communications. Now, suddenly, all this vanished away and I saw before me the hideous

spectacle of the almost naked island and of the wearied, if not exhausted, troops retreating upon it. I do not write this in any way to excuse myself. I ought to have known. My advisers ought to have known and I ought to have been told, and I ought to have asked. The reason I had not asked about this matter, amid the thousands of questions I put, was that the possibility of Singapore having no landward defences no more entered into my mind than that of a battleship being launched without a bottom.

When I awoke on the morning of the 21st the following most pessimistic telegram from General Wavell about the prospects of holding Singapore lay at the top of my box: "... I must warn you . . . that I doubt whether island can be held for long once Johore is lost. [The] fortress guns [are] sited for use against ships, and have mostly ammunition for that purpose only; many can only fire seawards. . . . I am sorry to give you depressing picture. . . ."

I PONDERED over Wavell's telegram for a long time. So far I had thought only of animating and, as far as possible, compelling the desperate defence of the island, the fortress, and the city. But now I began to think more of Burma and of the reinforcements on the way to Singapore. These could be doomed or diverted. There was still ample time to turn their prows northward to Rangoon. I confess freely however that my mind was not made up.

Jan. 21, 1942

Prime Minister to General Ismay, for C.O.S. Committee.

"... What is the value of Singapore [to the enemy] above the many harbours in the South-West Pacific if all naval and military demolitions are thoroughly carried out? On the other hand, the loss of Burma would be very grievous. It would cut us off from the Chinese, whose troops have been the most successful of those yet engaged against the Japanese. We may, by muddling things and hesitating to take an ugly decision, lose both Singapore and the Burma Road. . . ."

The Chiefs of Staff reached no definite conclusion, and when we met in the evening at the Defence Committee a similar hesitation to commit ourselves to so grave a step prevailed. Personally I found the issue so difficult that I did not press my new view, which I should have done if I had been resolved. We could none of us foresee the collapse of the defence which was to occur in little more than three weeks. A day or two could at least be spared for further thought.

Sir Earle Page, the Australian representative, did not of course attend the Chiefs of Staff Committee, nor did I invite him to the Defence Committee. By some means or other he was shown a copy of my minute to the Chiefs of Staff. He immediately telegraphed to his Government, and on January 24 we received a message from Mr. Curtin which contained a severe reproach: "After all the assurances we have been given the evacuation of Singapore would be regarded here and elsewhere as an inexcusable betrayal. . . ."

Mr. Curtin's telegram was both serious and unusual. The expression "inexcusable betrayal" was not in accordance with the truth or with military facts. A frightful disaster was approaching. Could we avoid it? How did the balance of loss and gain stand? At this time the destination of important forces still rested in our control. There is no "betrayal" in examining such issues with a realistic eye.

It is not true to say that Mr. Curtin's message decided the issue. I was conscious however of a hardening of opinion against the abandonment of this renowned key point in the Far East. The effect that would be produced all over the world, especially in the United States, of a British "scuttle" while the Americans fought on so stubbornly at Corregidor, was terrible to imagine. There is no doubt what a purely military decision should have been. By general agreement or acquiescence however all efforts were made to reinforce Singapore and to sustain its defence. The Chiefs of Staff cabled General Percival to make sure that there should be no failure in Singapore "should the worst come to the worst." "You should," they said, "ensure that nothing which could possibly be of any use to the enemy is omitted from the general scorched-earth scheme." They also spoke of destroying ammunition. I commented on this correspondence that "the obvious method is to fire the ammunition at the enemy."

On the morning of February 8 patrols reported that the enemy



THE JAPANESE ROUTE TO SINGAPORE

Tank-led Japanese forces drove southward into Malaya from previously invaded Thailand while other units were landed at points shown on both coasts (*heavy arrows*). The British had planned to make a stand at the tip of the peninsula, in the state of Johore (*bottom, right*). The delaying actions they fought in the north, however, so weakened them that the Japanese easily swept through to Johore Strait which separates Singapore island from the mainland. After they retreated to the island the British blew up the causeway (*insert*), but the invaders found little difficulty in getting across in landing craft and battling their way into the city of Singapore.

TEXT CONTINUED ON PAGE 95



THIS WAS ONE OF THE COASTAL GUNS DEFENDING SINGAPORE AGAINST A SEABORNE ATTACK THAT NEVER CAME

THE "SCANDAL" OF SINGAPORE

It was supposed to be a fortress but the back door was left open

When Mr. Churchill first learned that, despite the \$200 million that had been spent to make Singapore "the mightiest fortress in the world," no defenses had been built to secure the landward side, he wrote to his chief of staff: "I warn you this will be one of the greatest scandals that could possibly be exposed." The Japanese conquest of this crucial naval base was easy, as Mr. Churchill explains in the accompanying pages, because, after landing on the peninsula north of Singapore and fighting their way down to the island itself, they were able to cross the unfortified straits against relatively little opposition. In retrospect other elements of the Japanese victory stand out as a pattern for a peninsular invasion that took place eight years later, in Korea. As in Korea, the initial attacks in Malaya were spearheaded by tanks against which the defenders had only inadequate weapons. The invaders' plans in both cases included advance infiltration of secret agents and the use of troops who had been given special training for the terrain they would have to fight over. Most important, in both cases the defenders were immediately thrown off balance and had to throw reinforcements into battle as quickly as they arrived, so that no reserves could be built up for counterattack. In the case of Singapore all this added up to what Mr. Churchill describes as the "worst disaster and largest capitulation of British history."



AUSTRALIAN TROOPS, shown on the Malay Peninsula before Pearl Harbor, suffered heavy losses in the early fighting there. British forces in this campaign totaled 125,000, the Japanese invaders' about 150,000.



FIELD-MARSHAL VISCOUNT ALEXANDER OF TUNIS

A divisional commander at the beginning of World War II, Harold R. L. G. Alexander was to rise before the end of the war to the rank of field-marshal in command of all Allied forces in the Mediterranean. Afterward he was made a viscount and became governor-general of Canada, a post he still holds. Mr. Churchill recalls how Alexander received his first real independent command. The time was March 1942, after Singapore had fallen, and when reports from Rangoon, the capital of Burma, indicated that another Japanese victory was to be expected there: "No troops . . . could reach Rangoon in time. . . . But if we could not send an army we could at any rate send a man. It was resolved to send General Alexander. . . . Before his departure, he dined at the Annexe with

me and my wife. I remember the evening well, for never have I taken the responsibility for sending a general on a more forlorn hope. Alexander was, as usual, calm and good-humored. He said he was delighted to go. In the First Great War in years of fighting as a regimental officer with the Guards Division he was reputed to bear a charmed life, and under any heavy fire men were glad to follow exactly in his footsteps. Confidence spread around him, whether as a lieutenant or in supreme command. He was the last British commander at Dunkirk. Nothing ever disturbed or rattled him. . . . But all this was combined with so gay and easy a manner that the pleasure and honour of his friendship were prized by all those who enjoyed it, among whom I could count myself. . . ."

were massing in the plantations north-west of the island, and our positions were heavily shelled. The leading waves of assault were carried across the Johore Strait in armoured landing-craft brought, as the result of long and careful planning, to the launching-sites by road.

Feb. 10, 1942

*Prime Minister
to General Wavell.*

"... There must at this stage be no thought of saving the troops or sparing the population. The battle must be fought to the bitter end at all costs. The 18th Division has a chance to make its name in history. Commanders and senior officers should die with their troops. The honour of the British Empire and of the British Army is at stake. I rely on you to show no mercy to weakness in any form. . . ."

British and Imperial troops fought the Japanese stubbornly on Singapore island for six days but could not stem their advance toward the city of Singapore itself. By Feb. 14 it was apparent that the battle definitely was lost. Mr. Churchill's account continues:

Conditions in the city of Singapore were now shocking. Civil labour had collapsed, failure of the water-supply seemed imminent, and reserves of food and ammunition for the troops had been seriously depleted by the loss of depots now in enemy hands.

When it was certain that all was lost at Singapore I was sure it would be wrong to enforce needless slaughter, and without hope of victory to inflict the horrors of street fighting on the vast city, with its teeming, helpless, and now panic-stricken population.

Feb. 14, 1942

Prime Minister to General Wavell.

"You are of course sole judge of the moment when no further result can be gained at Singapore, and should instruct Percival accordingly. . . ."



THE END AT SINGAPORE

This Japanese photograph shows defeated British officers being escorted to Lieut. General Tomoyuki Yamashita to receive surrender terms. Lieut. General A. E. Percival, British commander in Malaya, is at far right; officer at far left carries white flag.

The Commander-in-Chief thereupon issued the orders to General Percival contained in this telegram to me: "Have had two telegrams from Percival in last 48 hours indicating that due to shortage of water in the town and other difficulties his powers of resistance are now much diminished. On both occasions have ordered him to fight on to the last. I have now sent him following: 'So long as you are in position to inflict losses and damage to enemy and your troops are physically capable of doing so you must fight on. . . . When you are fully satisfied that this is no longer possible I give you discretion to cease resistance. . . . Whatever happens I thank you and all troops for your gallant efforts of last few days.'"

General Percival sent his last tragic telegram to General Wavell: "Owing to losses from enemy action, water, petrol, food, and ammunition practically finished. Unable therefore to continue the fight any longer. All ranks have done their best and are grateful for your help."

The Japanese demanded and received unconditional surrender.

In this dark moment it was a comfort to receive the following message from our greatest Ally:

Feb. 19, 1942

President to Former Naval Person.

"I realise how the fall of Singapore has affected you and the British people. It gives the well-known backseat driver a field day, but no matter how serious our setbacks have been—and I do not for a moment underrate them—we must constantly look forward to the next moves that need to be made to hit the enemy. I hope you will be of good heart in these trying weeks, because I am very sure that you have the great confidence of the masses of the British people. I want you to know that I think of you often, and I know you will not hesitate to ask me if there is anything you think I can do. . . . Do let me hear from you."

CONTINUED ON NEXT PAGE

BRITISH-AMERICAN DIFFERENCES ON CHINA AND INDIA



CHIANG

For men of such differing temperaments and divergent responsibilities as leaders of their respective countries, President Roosevelt and Winston Churchill had a remarkable record of agreement on policy. They found themselves wide apart, however, on two subjects: China and India. When Mr. Churchill was in Washington in December 1941 he was told that Chiang Kai-shek had complained that General Wavell, then commander in chief in India, appeared unenthusiastic about accepting Chinese forces in his command. Mr. Churchill felt obliged to explain to Wavell: "The Presi-

dent, who is a great admirer of yours, seemed a bit dunched at Chiang Kai-shek's discouragement after your interview with him. . . . If I can epitomise in one word the lesson I learned in the United States, it was 'China.' Looking back on this, Mr. Churchill comments: "I had found the extraordinary significance of China in American minds, even at the top, strangely out of proportion. . . . I told the President how much I felt American opinion over-estimated the contribution which China could make to the general war. He differed strongly. There were five hundred million people in China. What would happen if this enormous population . . . got hold of modern weapons? I replied I was speaking of the present war, which was quite enough to go on with for the time being. I said I would of course always be helpful and polite to the Chinese, whom I admired and liked as a race and pitied for their endless misgovernment, but that he must not expect me to adopt what I felt was a wholly unreal standard of values."

On the Indian question too Mr. Churchill found President Roosevelt's position unrealistic. Mahatma Gandhi's campaign for independence had become a matter of grave concern when the Japanese advance through southeast Asia put India in danger. The British government dispatched Sir Stafford Cripps there with an offer of dominion status to be conferred on India after the war. But no agreement could be reached with the leaders of the various hotly opposed national and political factions. The President wrote to Mr. Churchill urging that an Indian government be set up at once on a trial and error basis. He cited the example of the Articles of Confederation government established in America during the Revolution. This, he explained, turned out to be highly imperfect and was replaced in 1789, when the present Constitution, drafted with the experience of the Confederation as a guide, came into effect. To have followed the President's advice, Mr. Churchill writes, would have been to commit "an act of madness. . . . The human race cannot make progress without idealism, but idealism at other people's expense and without regard to the consequences of ruin and slaughter which fall upon millions of humble homes cannot be considered as its highest or noblest form. . . . This was no time for a constitutional experiment with a 'period of trial and error' to determine the 'future relationship' of India to the British Empire. . . . We could not desert the Indian peoples by abandoning our responsibility and leaving them to anarchy or subjugation. That was . . . a policy, but a policy of shame."



GANDHI



ON THE LISTING "YORKTOWN" crew members gingerly walk along the deck after the carrier has been struck by bombers and torpedo

planes. Despite these hits she stayed afloat until a submarine finished her off two days later. Most of her crew of more than 2,000 were saved.

TURNING POINT IN THE PACIFIC

WE must now note the impact of stirring events in the Pacific Ocean, where the Americans were striving their utmost to stem the advancing tide of enemy conquest. By the end of March the Japanese had achieved almost complete success, surprising even to themselves, in the first phase of their war plan. They were masters of Malaya, Siam, Hong Kong, and nearly the whole of the great island barrier forming the Dutch East Indies, and were already plunging deeply into Burma. In the Philippines the Americans still fought on stubbornly at Corregidor, but without hope of relief.

Japanese arrogance was now at its zenith. The uniform success which had attended their arms had inflamed their martial spirit, and began now to engender a mood of unwarranted exaltation and a belief that the Western Powers had not the will to fight to the death. This belief was soon to cost them dear. Except in Burma, where their advance continued, their forces stood on a perimeter which had been carefully chosen in their pre-war plans as the prudent limit of their initial thrusts. Within this immense area they could consolidate their gains and develop their newly won resources. This was the pre-war plan, but now, flushed with victory, the Japanese leaders were tempted to enlarge their ideas. It was decided to extend the defensive perimeter outwards to include the Western Aleutians, Midway Island, Samoa, Fiji, New Caledonia, and Port Moresby in Southern New Guinea. These movements would threaten the American main base at Pearl Harbour, and in the south would sever direct communications between the United States and Australasia.

At the end of April, 1942 the Japanese High Command resolved on the first step in their new policy of expansion. This was to include the capture of Port Moresby and the seizure of Tulagi, in the Southern Solomons, opposite the large island of Guadalcanal.

American Intelligence quickly became aware of a Japanese concentration in these waters. It was even possible to forecast May 3 as the date when operations would begin. The American carrier forces had at this time been widely dispersed on various missions, including that of launching General Doolittle's bold and spectacular air attack against Tokyo itself on April 18. Admiral Nimitz at once

began to assemble the strongest possible force in the Coral Sea.

A summary of Mr. Churchill's account of the Battles of Coral Sea and Midway starts on the opposite page. Here are the conclusions he draws from his study of these actions:

Reflection on Japanese leadership at this time is instructive. Twice within a month their sea and air forces had been deployed in battle with aggressive skill and determination. Each time when their air component had been roughly handled they had withdrawn from their chosen objective, even though on each occasion it seemed to be within their grasp. The men of Midway, Admirals Yamamoto, Nagumo, and Kondo, were those who planned and carried out the bold and tremendous operations which in four months destroyed the Allied Fleets in the Far East and drove the British Eastern Fleet out of the Indian Ocean. Yamamoto withdrew at Midway because, as the entire course of the war had shown, a fleet without air cover and several thousand miles from its base could not risk remaining within range of a force accompanied by carriers with air groups largely intact.

In general, the rigidity of the Japanese planning and the tendency to abandon the object when their plans did not go according to schedule are thought to have been largely due to the cumbersome and imprecise nature of their language, which rendered it extremely difficult to improvise by means of signalled communications.

One other outstanding lesson of these times stands out in sharp relief. The American Intelligence system was successful in penetrating the enemy's most closely guarded secrets well in advance of events. Thus Admiral Nimitz, albeit the weaker, was twice able to concentrate all the forces he had in sufficient strength at the right time and place. When the hour struck this proved decisive. The importance of secrecy and the dire consequences of leakage of information in war are here proclaimed.

TEXT CONTINUED ON PAGE 101

COLOR MOVIE RECORDED MIDWAY

A U.S. Navy film unit made up of professional cameramen and headed by Commander John Ford, a leading Hollywood director, was stationed on Midway Island when the Japanese struck. This gave them the momentous and perilous opportunity of filming a battle whose importance, Mr. Churchill states, "is difficult to exaggerate . . . not only to the United States, but to the whole Allied cause." Ford's men were equipped with 16-mm Kodachrome film and the courage to

keep their cameras going while bombs dropped around them. Ford himself and one of his cameramen were wounded but they managed to photograph the action at sea as well as on the island. The result, a magnificent documentary of the sea-and-air warfare being waged in the Pacific, was shown in American theaters as *The Battle of Midway*. It gave the American public its first color pictures of actual war. The pictures below and on the next two pages are stills taken from the film.



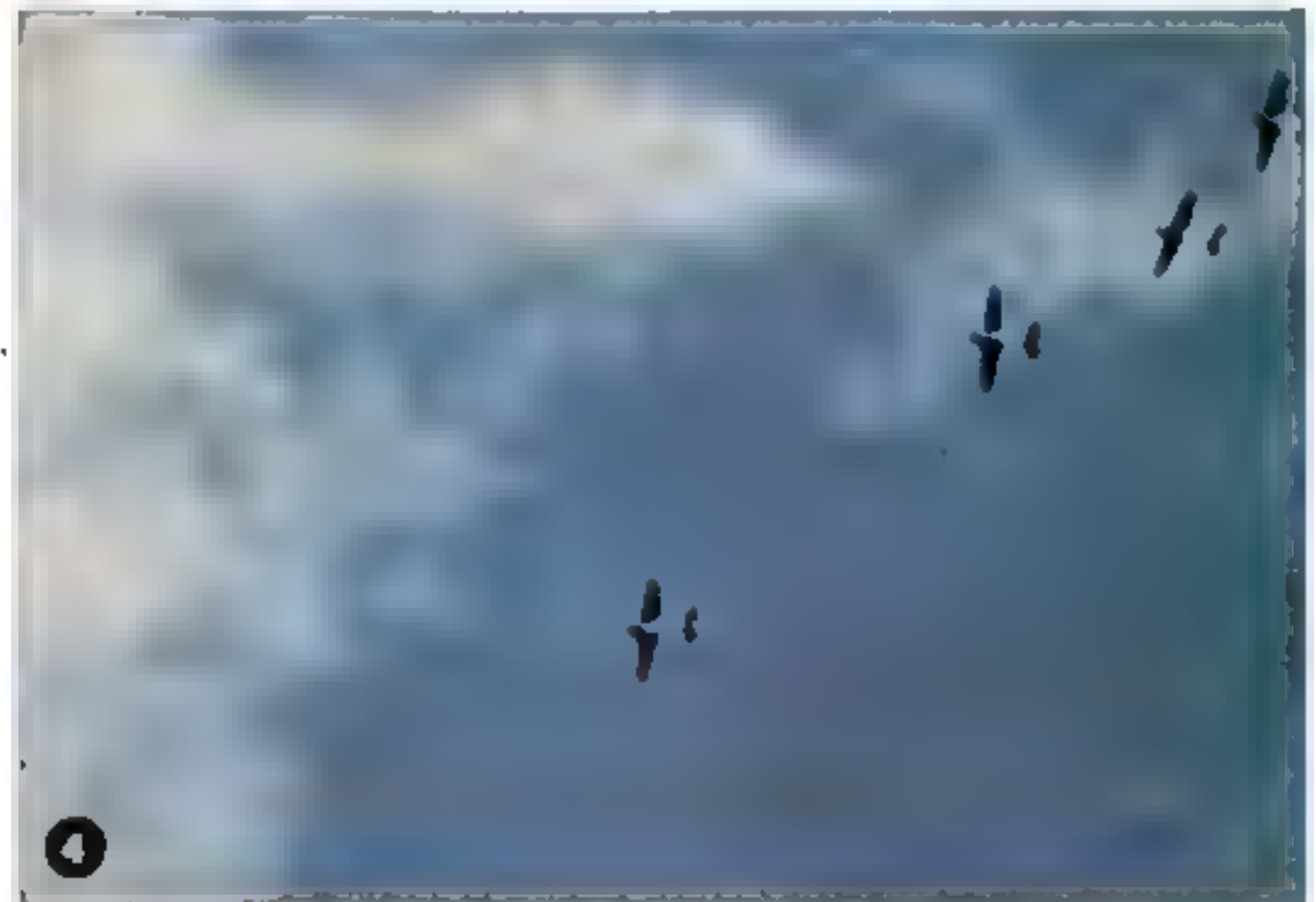
MIDWAY ISLAND, last remaining Allied-held territory between Pearl Harbor and Japan, would have made a valuable air base for the enemy.



ON THE ALERT against an air attack for nearly a month, an anti-aircraft gunner on Midway anxiously scans the sky for a trace of the enemy.



ON RECONNAISSANCE, a Catalina crew member sits by his gunpost. It was a Catalina that finally spotted the enemy approaching Midway.



THE ATTACK BEGINS. Japanese carrier-borne fighters come in over Midway in formation before peeling off to shoot up the landing field.



AMERICAN ANTI-AIRCRAFT throws up flak against planes coming in low. The attack, carried out in three waves, lasted about 20 minutes.



JAPANESE PLANE starts to come down in flames. At least one third of the attackers never got back to their carriers from this operation.

CONTINUED ON NEXT PAGE

HOW JAPAN LOST INITIATIVE IN THE PACIFIC

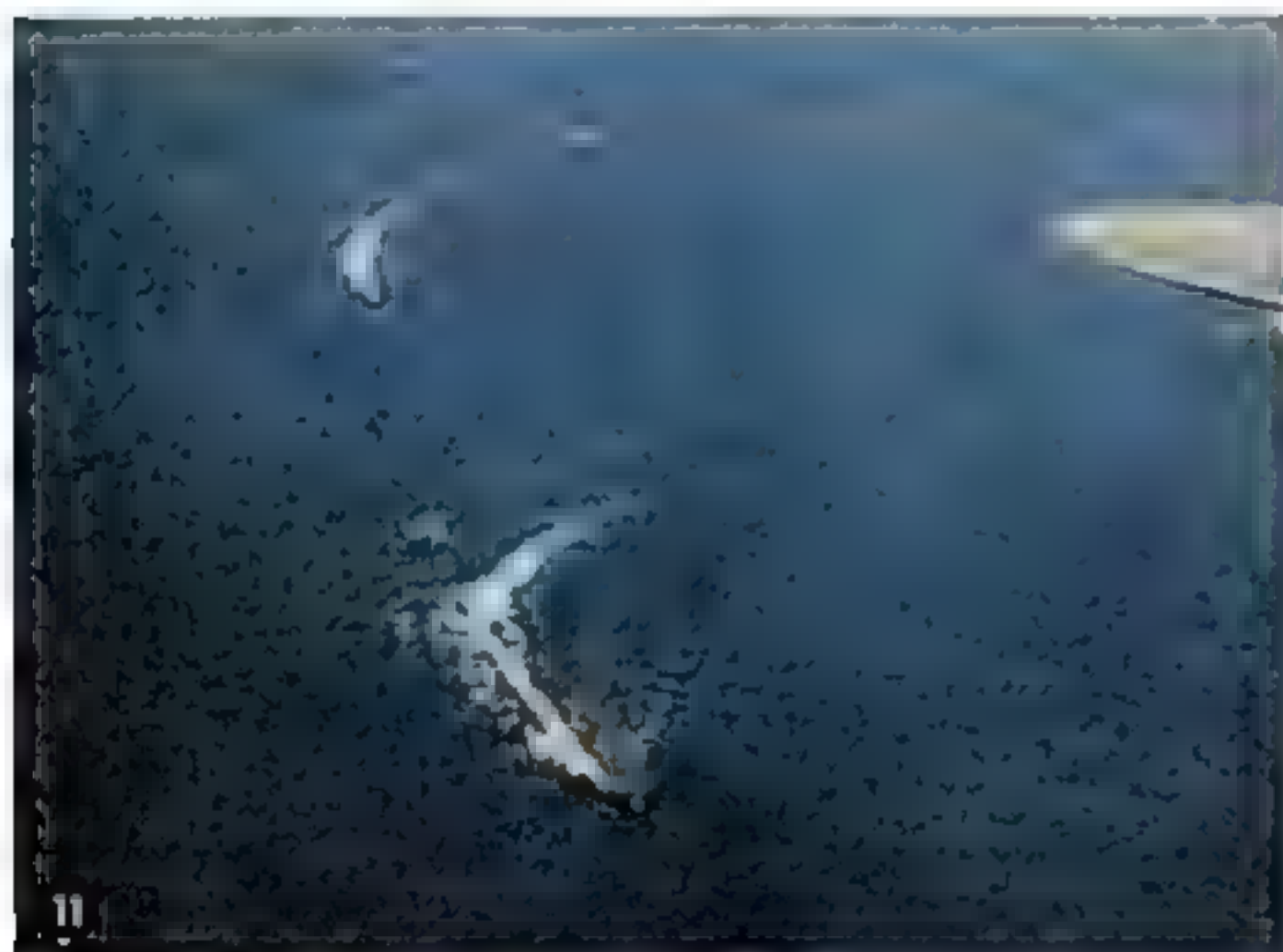
The ultimate defeat of Japan was foreshadowed at the time the Japanese naval code was broken by the Americans. As a result, the enemy's plans were almost an open book to Admiral Nimitz. Thus in May 1942 he was able to send Rear Admiral Frank Jack Fletcher to the Coral Sea to intercept a Japanese force headed for Port Moresby. In the battle which followed, the carrier *Lexington* was sunk and the *Yorktown* damaged, but one Japanese carrier was sunk, another crippled and a third lost most of its planes, so that the Japanese



ON MIDWAY'S AIRFIELD planes and buildings burn after the raid, but the Japanese failed in their attempt to put the field out of action.



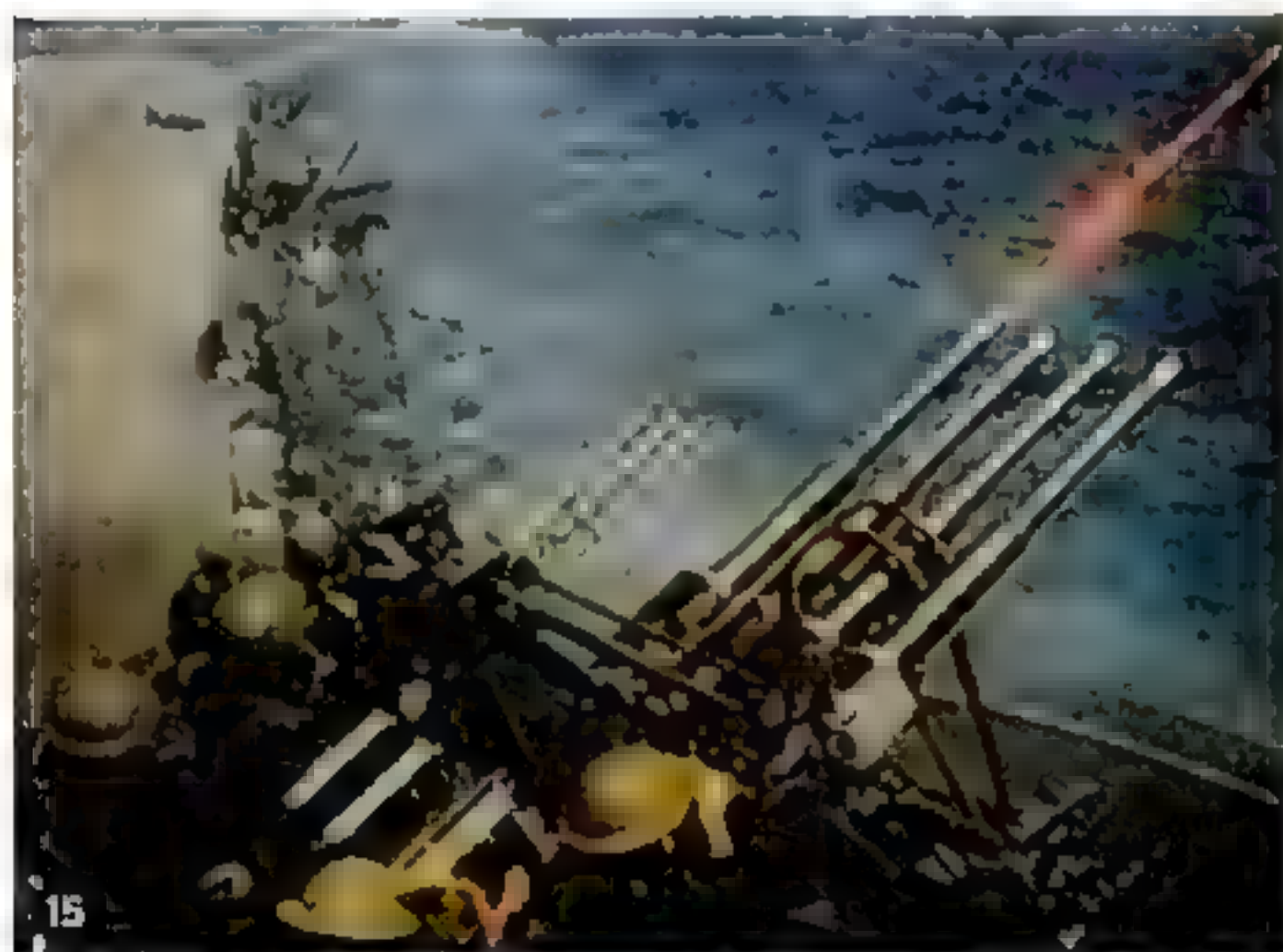
COUNTERATTACKING, Marine Corps Vindicators take off from Midway. The Marines had 11 of these bombers on the island, lost five.



WHEELING INTO POSITION, *Enterprise*, followed by escort, prepares a strike. The "Big E's" planes were in on the kill of three carriers.



TAKING OFF, American dive bomber, the Douglas Dauntless (SBD), lifts from carrier deck. SBDs sank all four Japanese carriers at Midway.



U.S. CARRIER'S GUNS in 20-mm anti-aircraft battery spit out shells at Japanese planes which have singled her out as a vulnerable target.



THE ATTACK DRIVEN OFF, a relieved sailor on the carrier's bridge squints hard into the sun, looking for another wave of Japanese planes.

called off their invasion plan. "This battle," says Mr. Churchill, "had an effect out of proportion to its tactical importance. Strategically it was a welcome American victory, the first against Japan, and the first battle at sea in which surface ships never exchanged a shot." At Midway, too, a month later, American forces were ready despite Japanese efforts to lure them away by sending a diversionary force to the Aleutians. After Japanese planes bombed the Midway airfield, American planes caught the enemy carriers when their flight decks

were cluttered with bombers being rearmed and refueled. When it was over, all four of the Japanese carriers had been sunk and only the patched-up *Yorktown* was lost by the heavily outnumbered Americans. Of this "memorable American victory" Mr. Churchill writes: "The moral effect was tremendous and instantaneous. At one stroke the dominant position of Japan in the Pacific was reversed. The glaring ascendancy of the enemy, which had frustrated our combined endeavours throughout the Far East for six months, was gone forever."



THE "ENTERPRISE," one of three American carriers at Midway, waits for a report that approaching Japanese carriers have been sighted.



THE U.S. FLEET (*above*) was badly outnumbered, with three carriers against the Japanese four, no battleships at all against the Japs' seven.



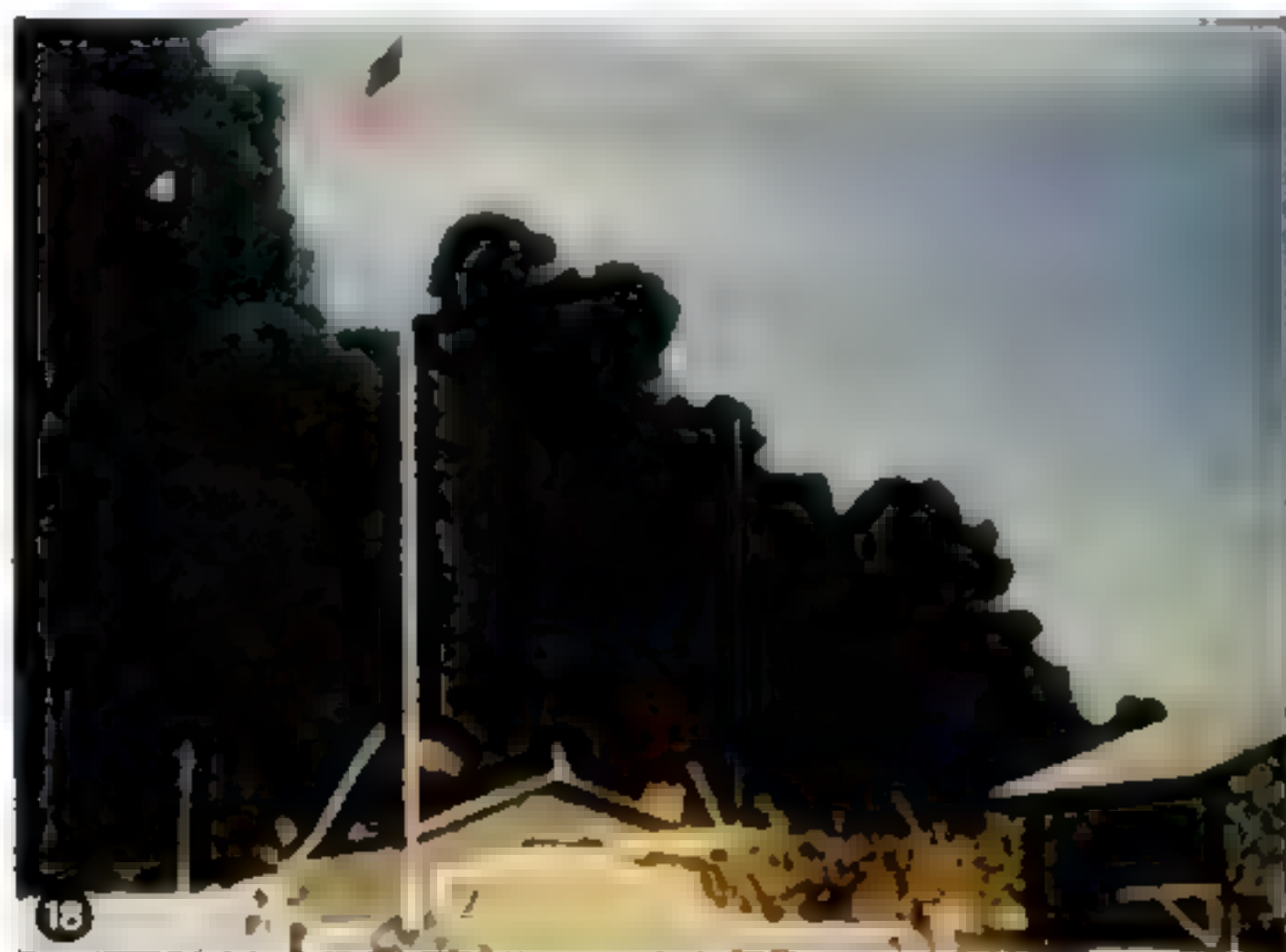
HEADING FOR THE TARGET, U.S. bombers fly high above their own ships, visible in this picture only as white streaks in the ocean's blue.



JAPANESE DIVE BOMBER maneuvers before hurtling down. Dive bombers smacked *Yorktown* but she was sunk by submarine torpedoes.



A JAPANESE SHIP, hit by American fire, spews out a heavy pall of smoke. Altogether, the Japanese lost five ships, 250 planes at Midway.



BACK AT MIDWAY fires continue to burn as a result of the air attack made on the first day of the battle, but the island base is still American.

It has
no substitute



Head of the Bourbon Family

OLD GRAND-DAD

KENTUCKY STRAIGHT BOURBON WHISKEY



100 PROOF



Nothing else quite takes its place. The first golden drop that passes your lips will tell you why Old Grand-Dad has long been "Head of the Bourbon Family." For the taste of this mellow, smooth, heart-warming Kentucky bonded bourbon has made it the prime choice of those who are satisfied only with the best. There is no reason at all for even thinking of a substitute.

The Old Grand-Dad Distillery Co., Frankfort, Ky.

THE UNSATISFIABLE RUSSIANS

They complained and nagged about aid convoys and Second Front plans

WHEN Mr. Eden had visited Moscow in December, 1941 he had been confronted by specific demands from the Russian Government for the recognition of the Soviet frontiers in the West as they stood at that time. The Russians were particularly anxious to secure within the frame of any general treaty of alliance an explicit recognition of their occupation of the Baltic States and of their new frontier with Finland. When Mr. Eden had reported the wishes of the Soviet Government to absorb the Baltic States, I had reacted unfavourably. But now, three months later, under the pressure of events, I did not feel that this moral position could be physically maintained. In a deadly struggle it is not right to assume more burdens than those who are fighting for a great cause can bear. My opinions about the Baltic States were, and are, unaltered, but I felt that I could not carry them farther forward at this time.

March 7, 1942

*Former Naval Person
to President Roosevelt.*

"... I expect that a severe process of liquidating hostile elements in the Baltic States, etc., was employed by the Russians when they took these regions at the beginning of the war. I hope therefore that you will be able to give us a free hand to sign the treaty which Stalin desires as soon as possible. . . ."

The President and the State Department however held to their position, and we eventually arrived at a better conclusion.

A MORE cordial period now intervened in Anglo-Russian relations. In the general desire to find ways of helping the Soviet armies in the forthcoming German offensive, and the fear that gas would be used upon them, I procured the consent of the Cabinet to our making a public declaration that if gas were used by the Germans against the Russians we would retaliate by gas attacks on Germany.

March 30, 1942

Premier Stalin to Prime Minister.

"... I wish to express to you the Soviet Government's gratitude for the assurance that the British Government will look upon any use by the Germans of poison gas against the U.S.S.R. in the same light as if this weapon had been used against Great Britain, [and] that the British Air Force will immediately use against suitable objectives in Germany the large stocks of gas bombs held in England.

"According to our information, poison gas may be used against the U.S.S.R. by the Finns as well as by the Germans. I should like what you say in your message about retaliatory gas attacks on Germany to be extended to include Finland as well. . . ."

"It is of course understood that, if the British Government so wishes, the U.S.S.R. is prepared in its turn to issue an analogous warning to Germany, in consideration of the possibility of a German gas attack on England. . . ."

Meanwhile the President was also exercised about Russia, and with his Staff was developing plans for taking the weight off her.

April 2, 1942

President to Former Naval Person.

"As I have completed survey of the immediate and long-range problems of the military situations facing the United Nations, I have come to certain conclusions which are so vital that I want you to know the whole picture and to ask your approval. . . . Harry and Marshall will leave for London in a few days to present first of all to you the salient points. . . ."

On April 8 Hopkins and General Marshall arrived in London. They brought with them a comprehensive memorandum prepared by the United States Joint Chiefs of Staff and approved by the President: "Western Europe is favoured as the theatre in which to stage the first major offensive by the United States and Great Britain. . . . The assault should take place on selected beaches between Havre and Boulogne. . . ."

I was in complete accord with what Hopkins called "a frontal assault upon the enemy in Northern France in 1943." But what was to be done in the interval? General Marshall had advanced the proposal that we should attempt to seize Brest or Cherbourg, preferably the latter, or even both, during the early autumn of 1942. I by no means rejected the idea at the outset; but there were other alternatives which lay in my mind. The first was the descent on French Northwest Africa (Morocco, Algeria, and Tunis). I had a second alternative plan for which I always

hankered and which I thought could be undertaken as well as the invasion of French North Africa. This was "Jupiter"—namely, the liberation of Northern Norway. Here was direct aid to Russia. Here was the only method of direct combined military action with Russian troops, ships, and air. The attempt to form a bridgehead at Cherbourg seemed to me more difficult, less attractive, less immediately helpful or ultimately fruitful. It would be better to lay our right claw on French North Africa, tear with our left at the North Cape, and wait a year without risking our teeth upon the German fortified front across the Channel.

Those were my views then, and I have never repented of them. I was however very ready to give "Sledgehammer," as the Cherbourg assault was called, a fair run with other suggestions before the Planning Committees. I had little doubts myself that study of details—landing-craft and all that—and also reflection on the main strategy of the war, would rule out "Sledgehammer." In the upshot no military authority—Army, Navy, or Air—on either side of the Atlantic was found capable of preparing such a plan, or—so far as I was informed—ready to take the responsibility for executing it. United wishes and goodwill cannot overcome brute facts.



MOLOTOV COMES TO BRITAIN

Climbing down from the Russian plane which flew him from Moscow to Scotland in May 1942, Foreign Commissar Molotov was greeted by an airfield staff member (right) and by Alexei P. Pavlov (left) of the Russian embassy in London, who was later to become famous as an interpreter in international conferences.



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CHURCHILL'S MEMOIRS CONTINUED

Soviet Foreign Minister Molotov was invited to London and Washington to discuss outstanding political questions and to be told of the Allies' plans for a second front:

Our Russian guests had expressed the wish to be lodged in the country outside London during their stay, and I therefore placed Chequers at their disposal. I remained meanwhile at the Annexe, and only went down two nights to Chequers. Here I had the advantage of having long private talks with Molotov and Ambassador Maisky, who was the best of interpreters. Here, with the aid of good maps, I tried to explain what we were doing, and the limitations and peculiar characteristics in the war capacity of an island Power. I also went at length into the technique of amphibious operations, and explained the perils and difficulties of maintaining our life-line across the Atlantic in the face of U-boat attack. I think Molotov was impressed with all this, and realised that our problem was utterly different from that of a vast land



MOLOTOV SLEPT HERE

This was the bedroom in Chequers, the prime minister's country place that was assigned to Molotov during his stay in England. Mr. Churchill recalls that the security precautions taken by the Russian mission included laying out a pistol for Molotov at night.

Power. At any rate, we got closer together than at any other time.

The inveterate suspicion with which the Russians regarded foreigners was shown by some remarkable incidents during Molotov's stay at Chequers. On arrival they had asked at once for keys to all the bedrooms. These were provided with some difficulty and thereafter our guests always kept their doors locked. When the staff at Chequers succeeded in getting in to make the beds they were disturbed to find pistols under the pillows. The three chief members of the mission were attended not only by their own police officers, but by two women who looked after their clothes and tidied their rooms. When the Soviet envoys were absent in London these women kept constant guard over their masters' rooms, only coming down one at a time for their meals. We may claim, however, that presently they thawed a little and even chatted in broken French and signs with the household staff.

Extraordinary precautions were taken for Molotov's personal safety. His room had been thoroughly searched by his police officers, every cupboard and piece of furniture and the walls and floors being meticulously examined by practised eyes. The bed was the object of particular attention; the mattresses were all prodded in case of infernal machines, and the sheets and blankets were rearranged by the Russians so as to leave an opening in the middle of the bed out of which the occupant could spring at a moment's notice, instead of being tucked in. At night a revolver was laid out beside his dressing gown and his dispatch case. It is always right, especially in time of war, to take precautions against danger, but every effort should be made to measure its reality. The simplest test is to ask oneself whether the other side have any interest in killing the person concerned. For myself, when I visited Moscow I put complete trust in Russian hospitality.

MOLOTOV did not arrive until May 20, and formal discussions began the following morning. On that day and at the two following meetings the Russians maintained their original position on the Baltic States, and even brought up specifically the question of agreeing to the Russian occupation of Eastern Poland. This was rejected as incompatible with the Anglo-Polish Agreement of August 1939. Molotov also put forward a case for the recognition in a secret agreement of Russia's claims on Roumania. This also was contrary to our understanding with the United States. The conversations at the Foreign Office, which Mr. Eden conducted, though most friendly, therefore moved towards a deadlock.

A note was kept of our conference of May 22.

"Mr. Molotov said that he had been charged by the Soviet Government to come to London to discuss the question of the establishment of a Second Front. . . . In concrete terms, the proposal he had to make was as follows: The Allies of the U.S.S.R., and in the first place Great Britain, should draw off from the Russian front in the summer and autumn of 1942 at least forty German divisions, and engage them in fighting in Western Europe. . . . Could the Allies do it? . . .

"Mr. Churchill said . . . it was unlikely that any move we could make in 1942, even if it were successful, would draw off large numbers of enemy land forces from the Eastern Front. . . . In 1943 our joint plans contemplated the landing of a force of up to a million and a half United States-British troops on the Continent. . . .

"Mr. Molotov said that he had no doubt that Great Britain genuinely wished for the success of the Soviet Army against the Germans this summer. . . . Supposing the Soviet Army failed to hold out . . . what would be then the position and the attitude of the British Government?

"Mr. Churchill said that . . . we should fight on, and, with the help of the United States, hope to build up overwhelming air superiority. . . . We should moreover maintain the blockade and make landings on the Continent against an increasingly enfeebled opposition. Ultimately the power of Great Britain and the United States would prevail. . . .

"But what a tragedy for mankind would be this prolongation of the war, and how earnest was the hope for Russian victory, and how ardent the desire that we should take our share in conquering the evil foe! He (Mr. Churchill) wished Mr. Molotov to realise that it was the dearest wish of the British nation and Army to come to grips with the enemy at the earliest moment, and so to aid the gallant fight of the Russian Army and people. . . ."

On May 23 Mr. Eden proposed to substitute for a territorial agreement a general and public Treaty of Alliance for twenty years, omitting all reference to frontiers. By that evening the Russians showed signs of giving way. They were impressed by the solidarity of view of the British and American Governments. The following morning Molotov requested permission from Stalin to negotiate on the basis of Mr. Eden's draft. The treaty, without any territorial provisions, was signed on May 26. This was a great relief to me, and a far better solution than I had dared to hope. Eden showed much skill in the timing of his new suggestion.

With this grave issue settled, Molotov left for Washington to begin general military talks with the President and his advisers on the question of opening a Second Front. It had been agreed that he should return to London for final discussions upon this matter before going back to Moscow.

Stalin was almost purring.


May 28, 1942

Premier Stalin to Premier Churchill.

"I thank you very much for friendly feelings and good wishes expressed by you in connection with the signature of our new treaty. I am sure this treaty will be of the greatest importance for the future strengthening of friendly relations between the Soviet Union and Great Britain, as well as between our countries and the United States of America, and will secure the close collaboration of our countries after the victorious end of the war. . . ."

When Molotov returned to London after his American visit he was naturally full of the plans for creating a Second Front by a cross-Channel operation in 1942. We ourselves were still actively studying this in conjunction with the American Staff, and nothing

CONTINUED ON NEXT PAGE



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FRIENDSHIP FOR TWENTY YEARS

This photograph shows a Russian emissary in a rare situation: amicably signing an agreement that gives him none of the demands he was sent abroad to make. Molotov—above, with Eden, Churchill and Attlee—had been given the job of securing recognition of expanded frontiers for Russia; he got only a 20-year treaty of alliance that omitted all mention of territorial adjustments.

but difficulties had as yet emerged. There could be no harm in a public statement, which might make the Germans apprehensive and consequently hold as many of their troops in the West as possible. We therefore agreed with Molotov to the issue of a communiqué, which was published on June 11, containing the following sentence: "In the course of the conversations full understanding was reached with regard to the urgent tasks of creating a Second Front in Europe in 1942."

I felt it above all important that in this effort to mislead the enemy we should not mislead our Ally. At the time of drafting the communiqué therefore I handed Molotov personally in the Cabinet Room and in the presence of some of my colleagues an *aide-memoire* which made it clear that while we were trying our best to make plans we were not committed to action and that we could give no promise. When subsequent reproaches were made by the Soviet Government, and when Stalin himself raised the point personally with me, we always produced the *aide-memoire* and pointed to the words "*we can therefore give no promise.*"

The text of this statement is printed immediately below. It was a key document in the long-continued debate over the obligation assumed by Britain and the U.S. to open a "second front" in Europe.


AIDE-MEMOIR

We are making preparations for a landing on the Continent in August or September, 1942. As already explained, the main limiting factor to the size of the landing force is the availability of special landing-craft. Clearly however it would not further either the Russian cause or that of the Allies as a whole if, for the sake of action at any price, we embarked on some operation which ended in disaster and gave the enemy an opportunity for glorification at our discomfiture. It is impossible to say in advance whether the situation will be such as to make this operation feasible when the time comes. *We can therefore give no promise in the matter*, but provided that it appears sound and sensible we shall not hesitate to put our plans into effect.

Molotov sailed off into the air on his somewhat dangerous homeward flight, apparently well satisfied. Certainly an atmosphere of friendliness had been created between us.

WHEN Soviet Russia was attacked by Hitler the only way we and the Americans could help them was by sending weapons and supplies. The Beaverbrook-Harriman Anglo-American Mission which visited Moscow in October, 1941 arranged a great series of deliveries to Russia, and their

CONTINUED ON PAGE 109



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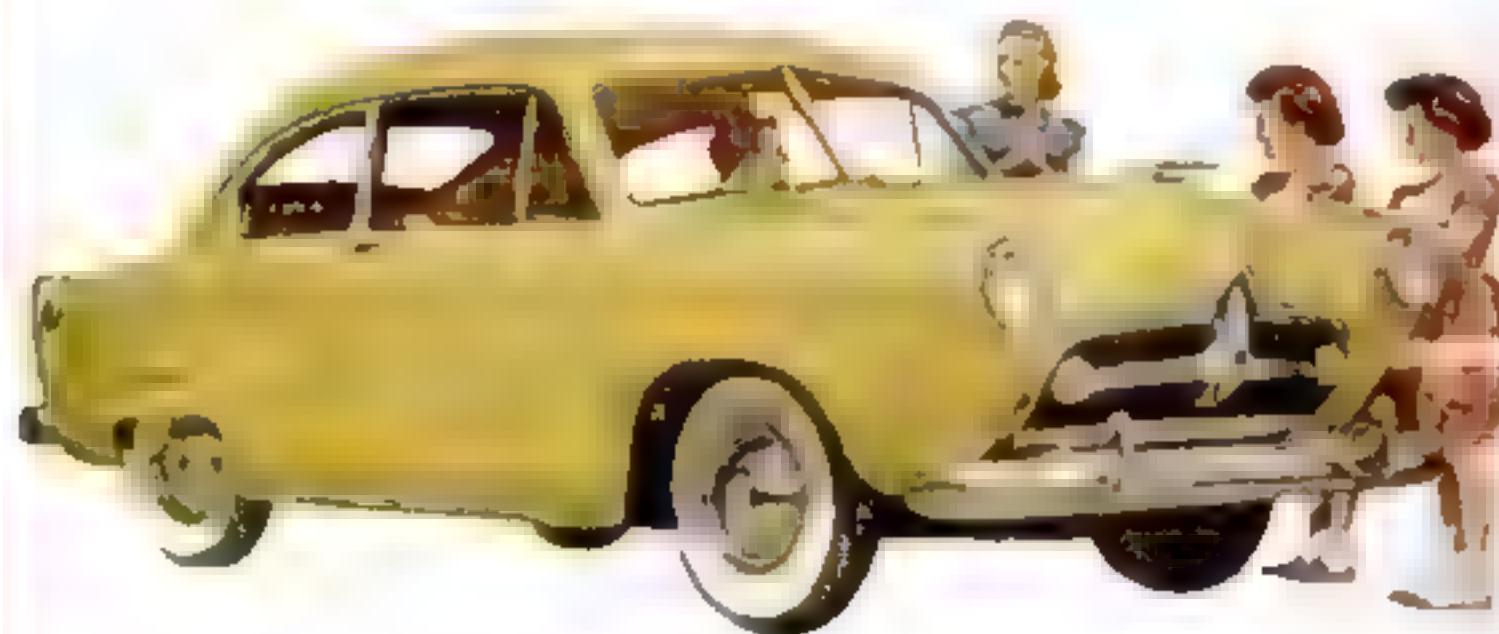
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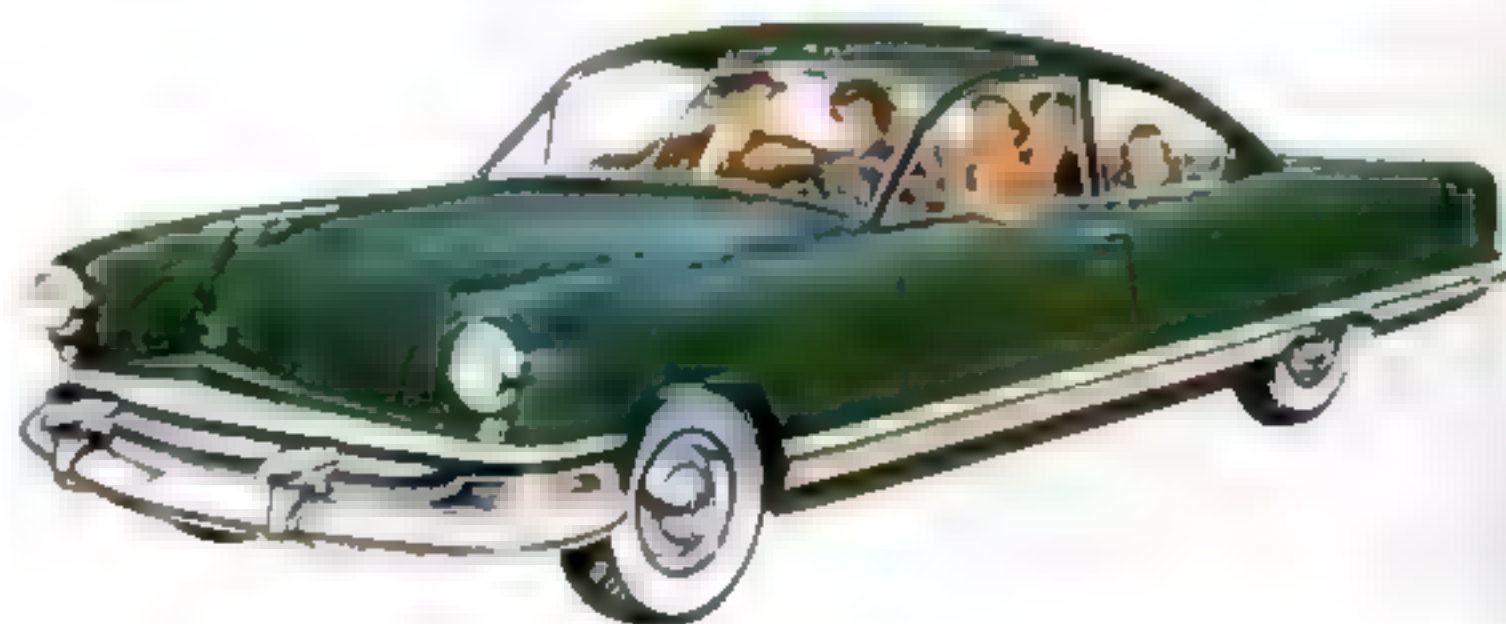
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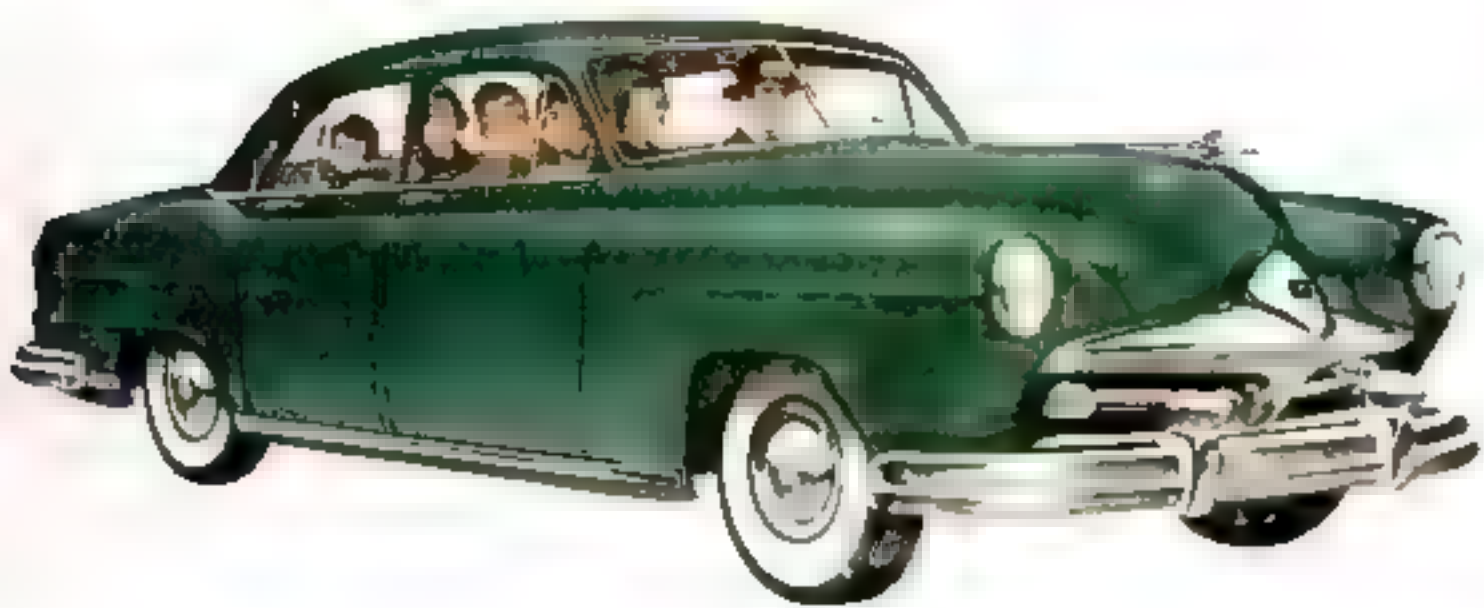
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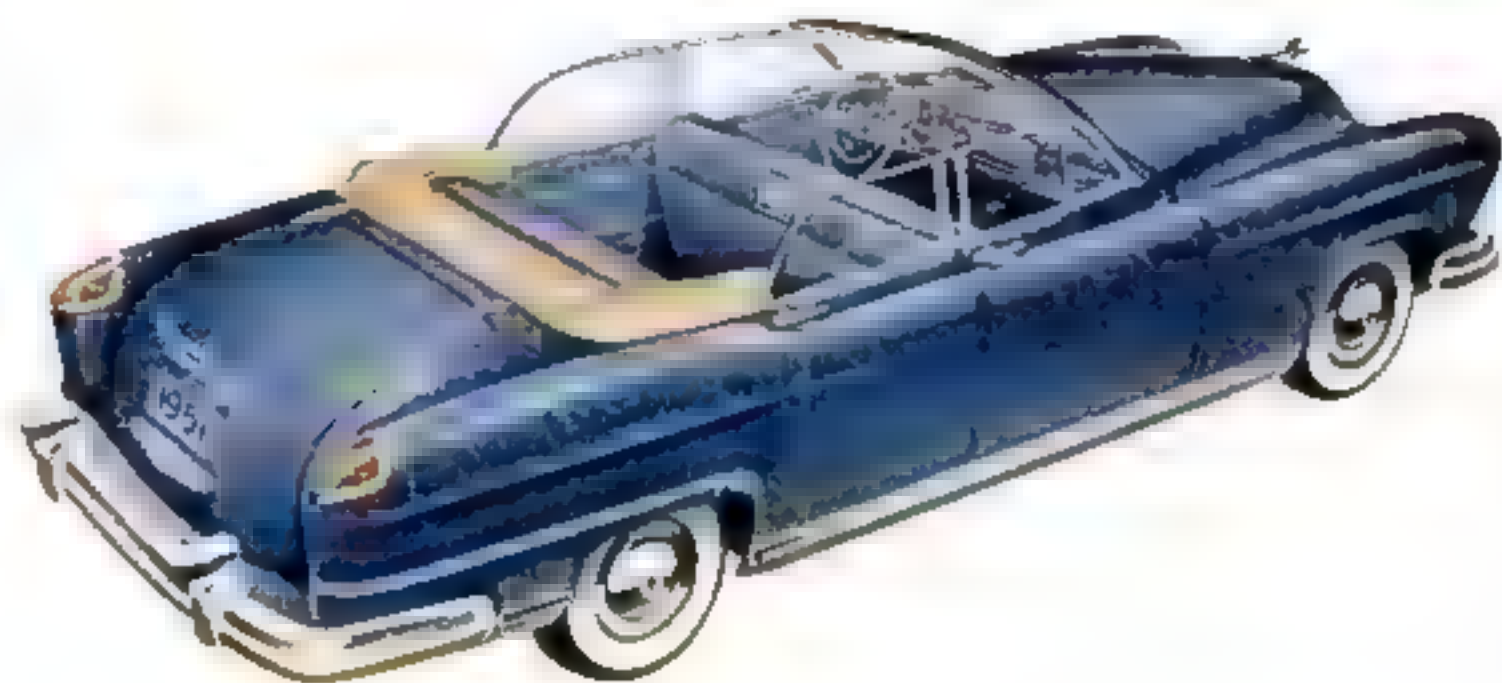
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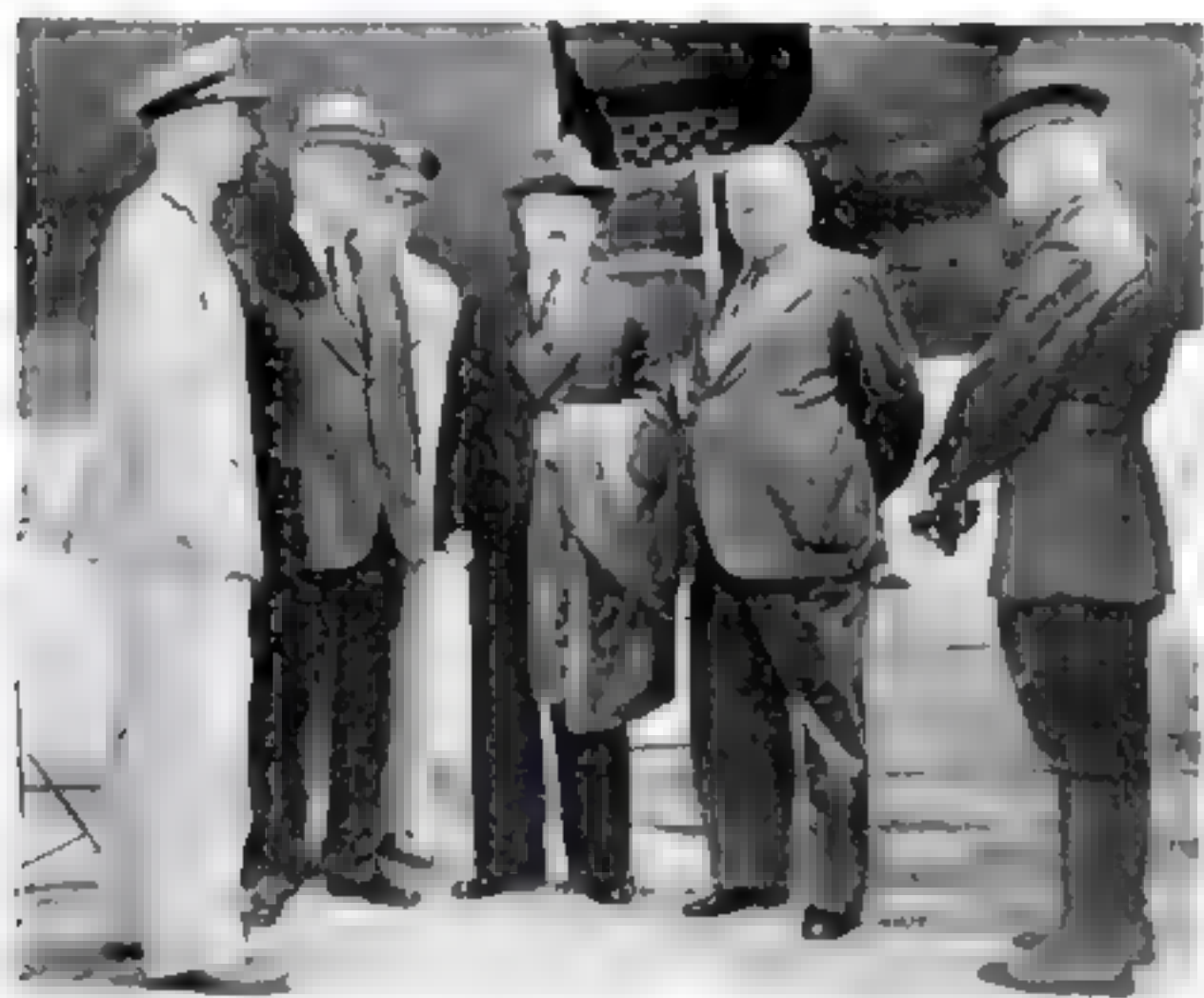
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CHURCHILL'S MEMOIRS CONTINUED

proposals were substantially endorsed by their Governments. The most direct route by which these supplies could be carried to the Russian armies was by sea, around the North Cape and through Arctic waters to Murmansk and later Archangel. By the agreement the Soviet Government was responsible for receiving the supplies in their own ships at British or American ports, and transporting them to Russia. However, they did not possess enough ships for the immense amounts we were willing to send, and British and American vessels soon constituted three-quarters of the traffic. For the first four or five months all went well, only one ship was lost, and it was not till March, 1942 that German aircraft, flying from Northern Norway, and German U-boats began seriously to molest the convoys.

At the end of March, 1942 the delivery of American and British supplies had already far outstripped the sea transport we could spare. There was thus a heavy banking up both of shipping and supplies, and urgent demands were made from both Washington and Moscow that we should do more.

The climax of our endeavours was reached in the painful episode



"MR. BROWN" IN WASHINGTON

Traveling incognito as "Mr. Brown," Molotov (fourth from left) was greeted in Washington by Admiral Ernest King, Chief of Naval Operations; Secretary of State Cordell Hull; General George Marshall, Army Chief of Staff; Maxim Litvinov, Soviet ambassador to the U.S. Molotov's Russian pilot is at right. Churchill wrote to Roosevelt: "Molotov is a statesman, and has a freedom of action very different from what you and I saw with Litvinov."

involving the fate of P.Q. 17 (see pictures, next page). This convoy, comprising thirty-four merchant ships, sailed from Iceland for Archangel on June 27. On the morning of July 4 the first ship was sunk, and three more were torpedoed by aircraft that evening. On the 4th there were strong reasons to believe that *Tirpitz* and her consorts, after refuelling at Altafiord, were about to sail to intercept the convoy. It seemed that the only hope of saving a proportion of the convoy lay in scattering as widely as possible before the enemy arrived.

The consequences for us were painful. The scattered, defenceless convoy now fell an easy prey to the marauding aircraft and U-boats. Of the thirty-four ships which left Iceland twenty-three were sunk, and their crews perished in the icy sea or suffered incredible hardships and mutilation by frost-bite. I had therefore to send the following telegram to Stalin:

"... It is ... with the greatest regret that we have reached the conclusion that to attempt to run the next convoy, P.Q. 18, would bring no benefit to you and would only involve dead loss to the common cause. At the same time, I give you my assurance that if we can devise arrangements which give a reasonable chance of at least a fair proportion of the contents of the convoys reaching

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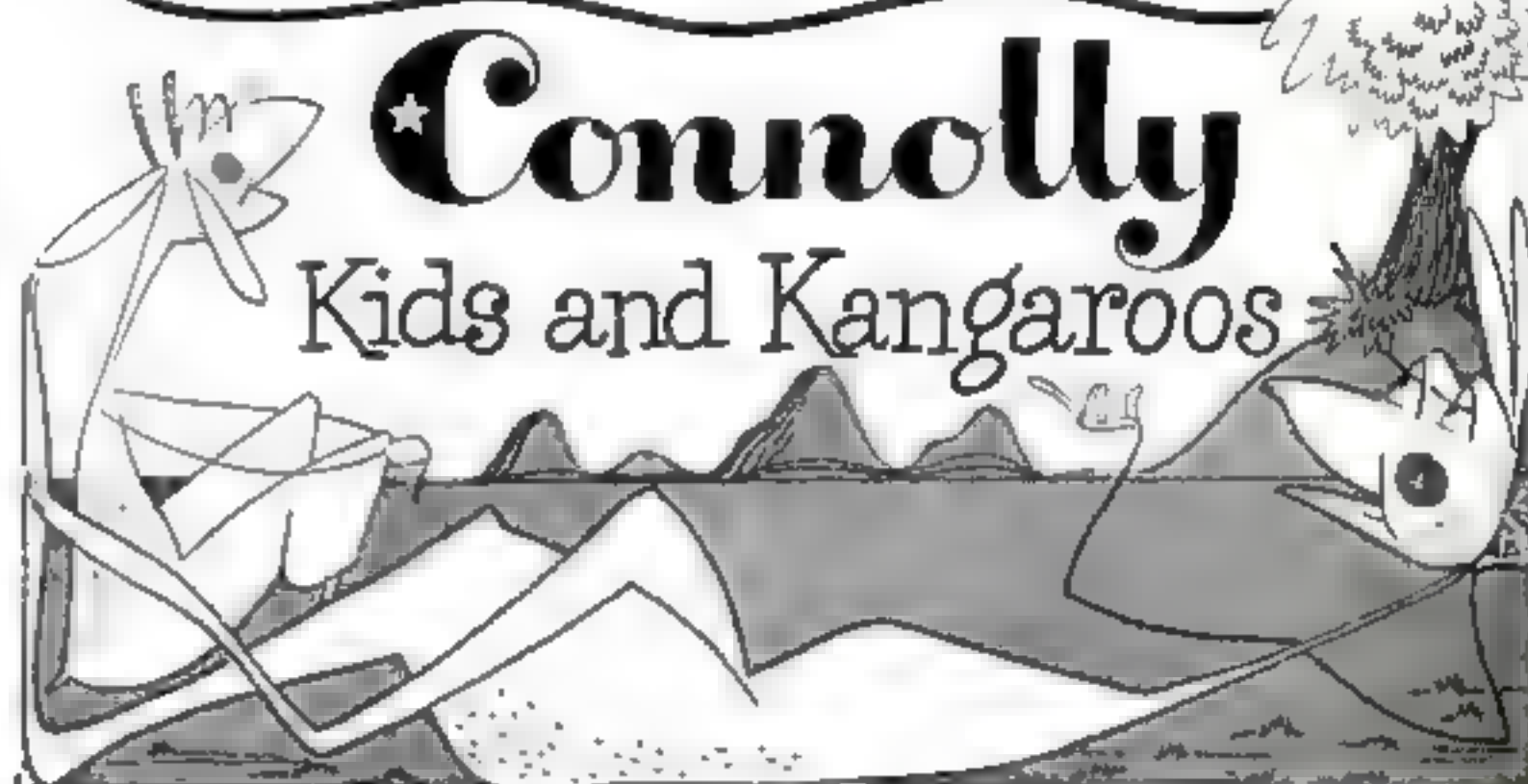


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THIS IS HOW IT WENT

LIFE Photographer Frank Scherschel took these pictures from an Allied ship that sailed from Iceland to Archangel in the summer of 1942 in convoy PQ-17. This was the convoy so badly mauled that future sailings on this route were canceled, with resulting bitter recriminations from Stalin (see text below). The Russian leader was

you we will start them again at once. . . . Meanwhile we are prepared to dispatch immediately to the Persian Gulf some of the ships which were to have sailed in the P.Q. convoy. . . ."

I need scarcely say I got a rough and surly answer.

July 23, 1942

Premier Stalin to Premier Churchill.

"I received your message of July 18. Two conclusions could be drawn from it. First, the British Government refuses to continue the sending of war materials to the Soviet Union via the northern route. Second, in spite of the agreed communique concerning the urgent tasks of creating a Second Front in 1942 the British Government postpones this matter until 1943."

"Our naval experts consider the reasons put forward by the British naval experts to justify the cessation of convoys to the northern ports of the U.S.S.R. wholly unconvincing. They are of the opinion that with goodwill and readiness to fulfil the contracted obligations these convoys could be regularly undertaken and heavy losses could be inflicted on the enemy. Our experts find it also difficult to understand and to explain the order given by the Admiralty that the escorting vessels of the P.Q. 17 should return, whereas the cargo boats should disperse and try to reach the Soviet ports one by one without any protection at all (see caption, top). Of course I do not think that regular convoys to the Soviet northern ports could be effected without risk or losses. But in war-time no important undertaking could be effected without risk or losses. In any case, I never expected that the British Government would stop dispatch of war materials to us just at the very moment when the Soviet Union in view of the serious situa-

CHURCHILL AND STALIN

In the course of three and a half crowded days the two men were together for more than 15 hours. They argued about a Second Front: "The first two hours were bleak and sombre." Churchill drew a crocodile to explain a strategic point. They spent six hours at an



WITH CONVOY PQ-17

especially critical of British Admiralty orders withdrawing escorting warships after the convoy had come under attack. In top picture, a German torpedo plane, having avoided barrage balloons (center), is veering off (left, center) after having launched its missile. What happened is shown in bottom picture, taken seconds later.

tion on the Soviet-German front requires these materials more than ever. It is obvious that the transport *via* Persian Gulf could in no way compensate for the cessation of convoys to the northern ports.

"With regard to the second question, *i.e.*, the question of creating a Second Front in Europe, I am afraid it is not being treated with the seriousness it deserves. Taking fully into account the present position on the Soviet-German front, I must state in the most emphatic manner that the Soviet Government cannot acquiesce in the postponement of a Second Front in Europe until 1943.

"I hope you will not feel offended that I (have) expressed frankly and honestly my own opinion as well as the opinion of my colleagues on the questions raised in your message."

It will be seen that this is founded on falsehood. So far from breaking "contracted obligations" to deliver the war supplies at Soviet ports, it had been particularly stipulated at the time of making the agreement that the Russians were to be responsible for conveying them to Russia. All that we did beyond this was a goodwill effort. As to the allegations of a breach of faith about the Second Front in 1942, our *aide-memoire* was a solid defence. I did not however think it worthwhile to argue out all this with the Soviet Government, who had been willing until they were themselves attacked to see us totally destroyed and share the booty with Hitler, and who even in our common struggle could spare no word of sympathy for the heavy British and American losses incurred in trying to send them aid. I therefore let Stalin's bitter message pass without any specific rejoinder.

MEET IN THE KREMLIN

impromptu late supper in Stalin's quarters, where Stalin himself uncorked "an imposing array" of bottles and made jokes about Molotov. These are but a few of the highlights of a chapter of history that only Winston Churchill could write—in next week's issue.

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FISHING BOATS OPERATED BY A LEADING TUNA PACKER NOW CARRY HELICOPTERS. FAR BEYOND THE 3-MILE VISION OF OLD-TIME CROW'S-NEST LOOKOUTS, THEY SPOT ANY SCHOOLS OF FISH... RADIO THEIR LOCATION. JUST ONE SUCH SPOTTING BROUGHT 22 TONS OF TUNA-- ENOUGH FOR 40,000 CANS. THE HELICOPTERS USED DEPEND ON SAFETY CLUTCHES FROM B-W'S **ROCKFORD CLUTCH** TO LET ROTORS PROPEL OR "FREE-WHEEL".



**8 MEN
CAN'T TEAR LOOSE
THESE TINY STEEL
"BUTTONS"!**

WHEN TWO STEEL DISCS OF PENNY SIZE ARE FASTENED TO A RUBBER INSERT WITH **TY-PLY**, THEY WON'T SEPARATE EVEN UNDER 1000 POUNDS PULL PER SQUARE INCH **TY-PLY**, THE AMAZING ADHESIVE FROM **B-W'S MARBON**, VULCANIZES RUBBER TO METAL. ONE OF ITS MANY USES IS TO FASTEN RUBBER ENGINE MOUNTS IN MOTORCARS.



JUNGLES MINCED UP AND PLOWED UNDER!

THIS HUGE 4½-TON DISC-PLOW TURNS JUNGLE INTO FARMLAND... 15 ACRES A DAY, READY FOR PLANTING. THE EXTRA-TOUGH, KNIFE-EDGED DISCS, MADE BY **B-W'S INGERSOLL**, SLICE AND PLOW AS THEY ROLL. BUSHES, ROOTS, EVEN 6-INCH TREES, ARE "CHOPPED FINE" AND BURIED. VEGETATION, INSTEAD OF HAVING TO BE BURNED, NOW ENRICHES THE SOIL... EQUALS 15 DOLLARS' WORTH OF FERTILIZER PER ACRE.

**185 PRODUCTS
IN ALL ARE MADE BY**

BORG-WARNER

Believe It or Not!



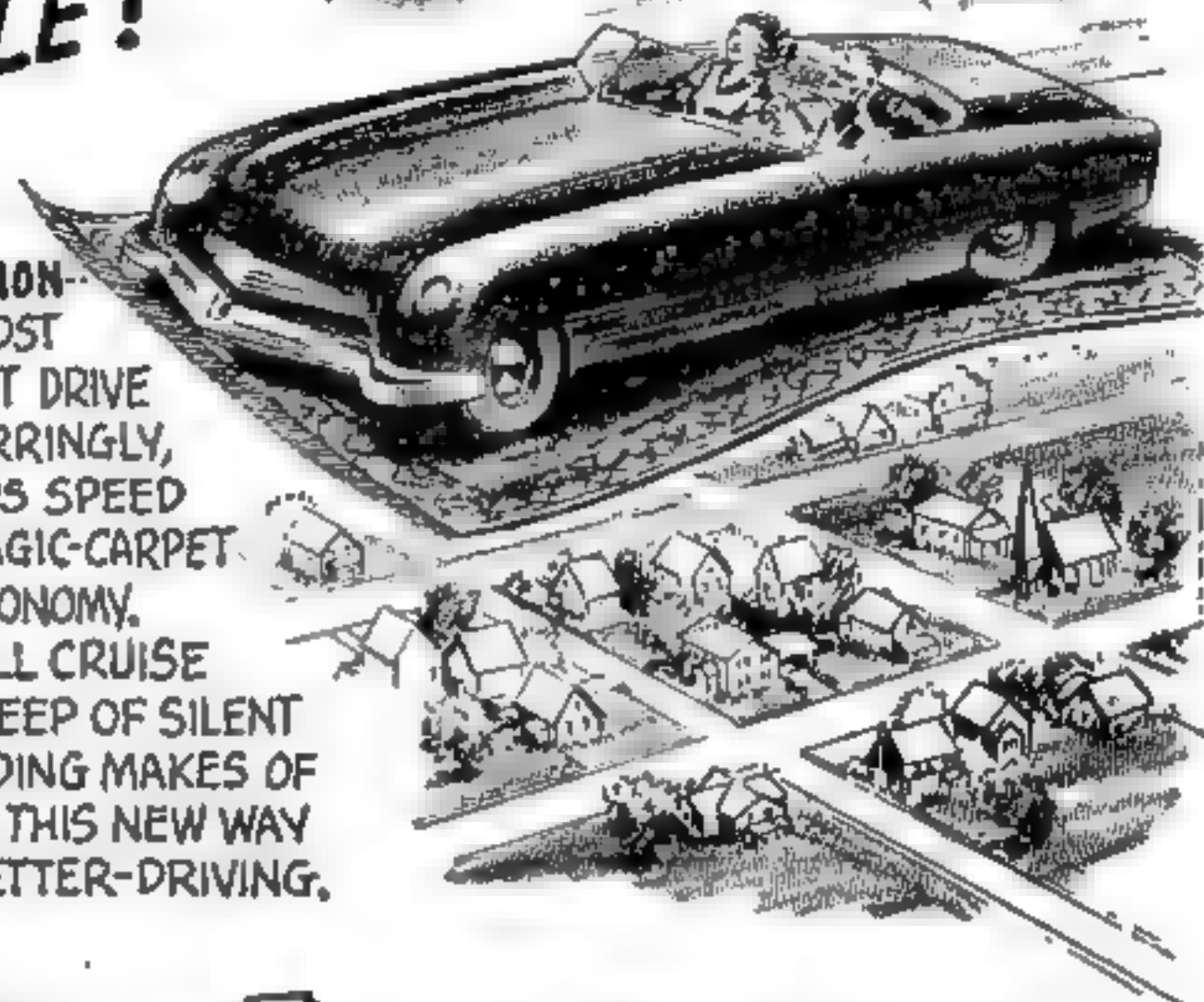
ADDING EXTRA SAFETY TO "FLYING CROW'S-NESTS"... LIGHTING THE GAS A NEW WAY... CARVING OUT NEW FIELDS FOR FARMING!

IN SO MANY WAYS, B-W SKILL AND INGENUITY TOUCH THE LIFE OF ALMOST EVERY AMERICAN EVERY DAY.*

*FOR EXAMPLE: 19 OUT OF THE 20 MAKES OF MOTORCARS, CONTAIN ESSENTIAL PARTS BY BORG-WARNER. EVERY COMMERCIAL PLANE AND MANY SHIPS AFLOAT HAVE ABOARD VITAL B-W EQUIPMENT. 9 OUT OF 10 FARMS SPEED FOOD PRODUCTION WITH B-W EQUIPPED IMPLEMENTS. AND MILLIONS ENJOY THE OUTSTANDING ADVANTAGES OF B-W HOME EQUIPMENT AND APPLIANCES.

MAGIC CARPET-- 1950 STYLE!

IT'S THE NEW B-W AUTOMATIC TRANSMISSION-- THE MOST ADVANCED, MOST PLEASURABLE, NO-SHIFT DRIVE EVER DEVELOPED. UNERRINGLY, IT SELECTS AND BLENDS SPEED RANGES TO GIVE YOU MAGIC-CARPET SMOOTHNESS-- AND ECONOMY. FROM TAKE-OFF TO FULL CRUISE IS ONE UNBROKEN SWEEP OF SILENT POWER. SEVERAL LEADING MAKES OF CARS ALREADY OFFER THIS NEW WAY TO BETTER-RIDING, BETTER-DRIVING.

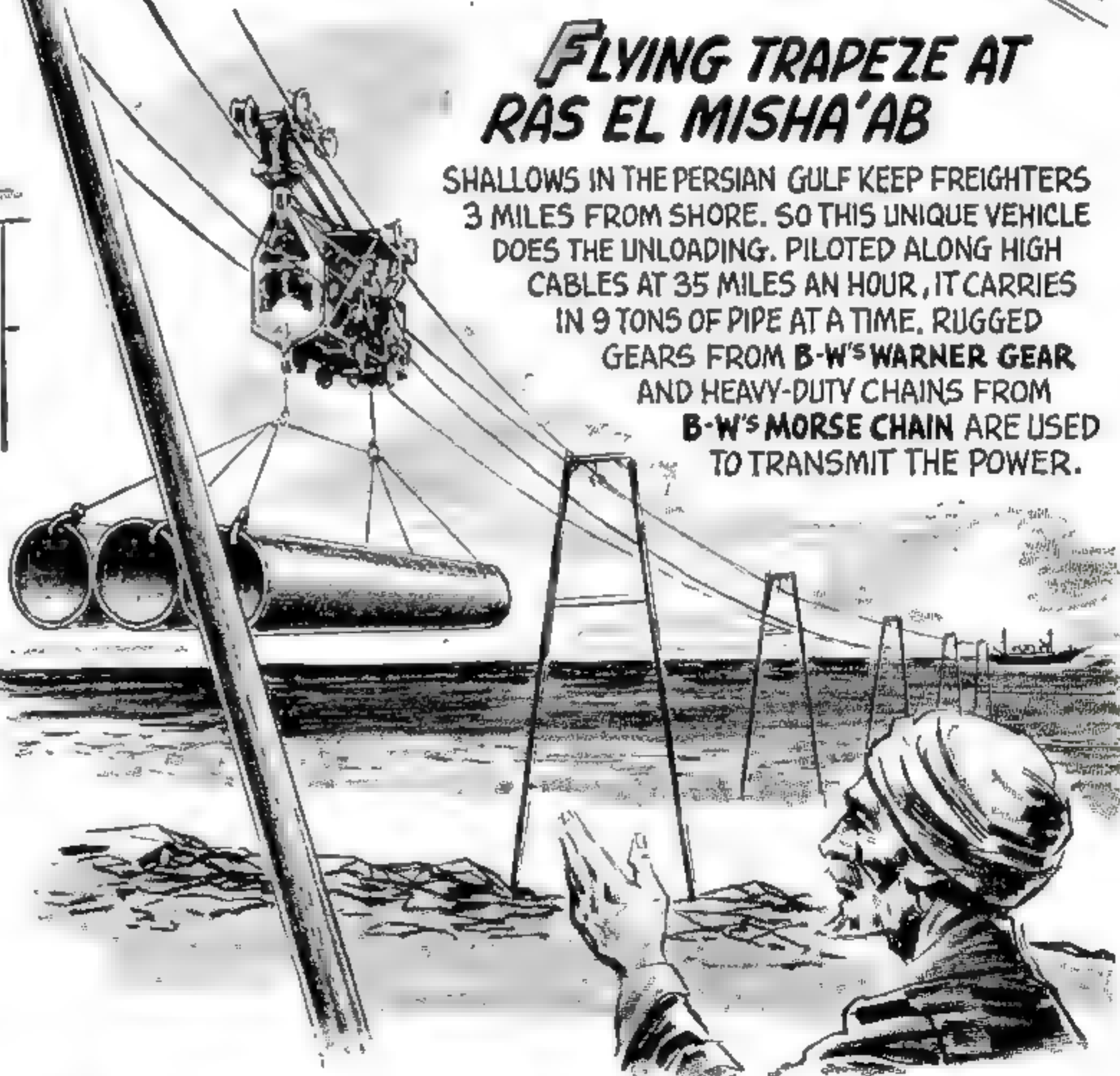


FLYING TRAPEZE AT RAS EL MISHA'AB

SHALLOWS IN THE PERSIAN GULF KEEP FREIGHTERS 3 MILES FROM SHORE. SO THIS UNIQUE VEHICLE DOES THE UNLOADING. PILOTED ALONG HIGH CABLES AT 35 MILES AN HOUR, IT CARRIES IN 9 TONS OF PIPE AT A TIME. RUGGED GEARS FROM B-W'S WARNER GEAR AND HEAVY-DUTY CHAINS FROM B-W'S MORSE CHAIN ARE USED TO TRANSMIT THE POWER.

NO-FIRE GAS LIGHTER GIVES SURE-FIRE FLAME!

IN THE NEW B-W NORGE GAS RANGE, ELECTRICITY LIGHTS THE GAS! THERE'S NO PILOT FLAME. TOUCH A BUTTON FOR TOP BURNERS OR FOR THE OVEN. A TINY COIL GLOWS-- LIKE THE CIGARETTE LIGHTER IN YOUR CAR-- LIGHTS THE BURNER INSTANTLY, THEN SHUTS OFF. NO MATCHES, NO FUEL-WASTING FLAME, NO DANGER OF ESCAPING GAS.



THESE UNITS FORM BORG-WARNER. Executive Offices, 310 S. Michigan Ave., Chicago: BORG & BECK • BORG-WARNER INTERNATIONAL • BORG WARNER SERVICE PARTS • CALUMET STEEL • DETROIT GEAR • DETROIT VAPOR STOVE • FRANKLIN STEEL • INGERSOLL STEEL • LONG MANUFACTURING • LONG MANUFACTURING CO., LTD. MARBON • MARVEL-SCHLEBLER CARBURETOR • MECHANICS UNIVERSAL JOINT • MORSE CHAIN • MORSE CHAIN, LTD. • NORGE • NORGE-HEAT • PESCO PRODUCTS • ROCKFORD CLUTCH SPRING DIVISION • WARNER AUTOMOTIVE PARTS • WARNER GEAR • WARNER GEAR CO., LTD.

THE WORLD'S

In the Sadler's Wells Ballet a quality of delicate, disciplined grace governs the whole company, from the brilliant first dancer Marget Fenteyn (*right foreground*) to the last member of the *corps de ballet*. This quality, which makes Sadler's Wells the best ballet in the world, is caught in this picture taken by LIFE's Eliot Elisofon from the prompter's box at the Metropolitan Opera House. The scene is the second act of *Swan Lake* which the British dancers presented at the opening of their U.S. tour, the most spectacularly successful tour in ballet history.



BEST BALLET





Arabesque



Battement volé



Développé à la seconde



Relevé passé



Grand jeté



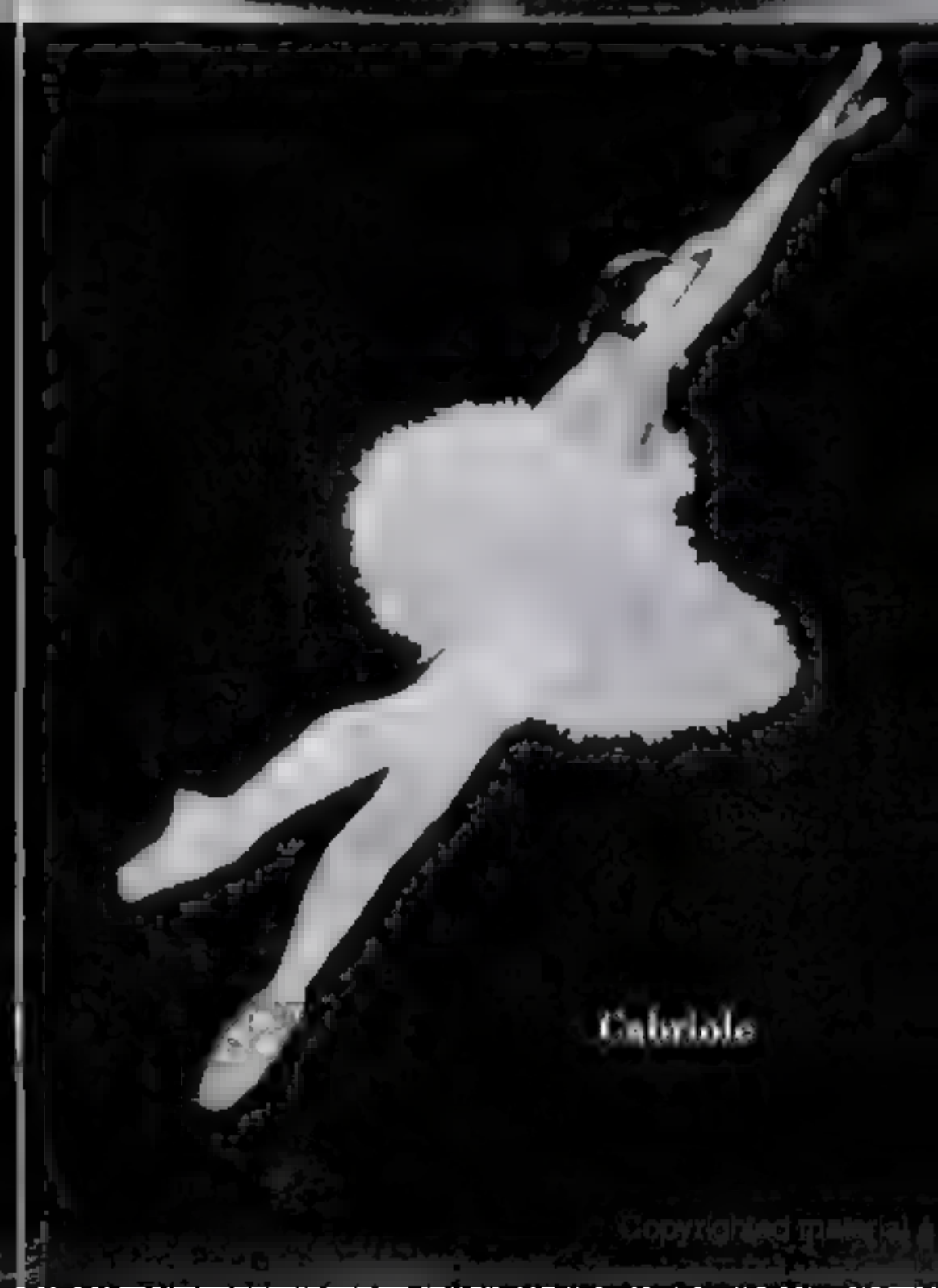
Pirouette passé



Arabesque en l'air



Entrechat



Cabriole

THE COMPANY MAINTAINS THE CLASSICAL TRADITION

Classical ballet was created at the court of the French kings, where it acquired French names for its movements, like those illustrated on the opposite page by Margot Fonteyn. It rose to its greatest glory at the court of the Russian czars. It is a courtly art, demanding discipline, refinement and the sense of a long tradition. The tradition has gone on unbroken in Russia despite the Revolution. In England it is barely 25 years old.

In 1926 an extraordinary Irishwoman who calls herself Ninette de Valois (real name: Edris Stanus) formed the Sadler's Wells company, has directed it ever since and brought it, with the help of a liberal government subsidy, to a position unrivaled by any other company, with the possible exception of Moscow's Bolshoi Theater.

Pride of the company and greatest of De Valois's discoveries is Margot Fonteyn, who was

born Margaret Hookham in Ryegate 31 years ago. With a superb technique which makes every motion look natural and easy, she has the evocative power of great dancers, of making music come alive in the body. But her greatness is only part of the unit formed by the entire company, where any group of subordinate dancers, like the two below, can show the polish and animated perfection of ballet at its best.



Male dancer does "petits tours" (short fast turns) while girl stands motionless in "relevé" (on toes) during first act of "Swan Lake"



Its bay, bridges and cable-cars make San Francisco unique, completely unlike any other American city. Yet it is a typical American city

with respect to LIFE. For in San Francisco, as in city after city across the nation, LIFE has by far the largest audience of any magazine.

What happens when **LIFE** hits San Francisco?

As a LIFE reader, it may interest you to know that a research study—already acclaimed as highly significant—has recently measured the number of Americans who read the magazine.

The answer may or may not surprise you: More than half of all men, women, and children over age 10 read LIFE, regularly or occasionally in the course of 13 issues.*

With so many people reading LIFE, we were curious to know what effect LIFE may have on our pattern of modern living. So, our reporters set about to see.

They went to San Francisco, where nearly 3 out of every 5 people in the communities around San

Francisco Bay are LIFE readers.

They found some surprising things . . . LIFE doubled the attendance at a local museum . . . it helped Frank Jackson, bank detective, track down a feminine forger . . . it jammed San Francisco's lively "365" Club with new customers . . . it changed teaching methods in a Chinese Mission School . . . in short, it affects the way San Franciscans think, eat, live and enjoy themselves.

A few examples of this influence are shown on the opposite page.

This influence, or impact, of LIFE seems to be the same wherever the magazine goes. In every city,

town, and hamlet LIFE becomes part of the commerce and culture, the enlightenment and entertainment of the people of America.

* From the new, important *Accumulative Audience Study* by Alfred Politz Research, Inc.

This study measures the number of people who read a single issue of LIFE (23,950,000 Americans), reveals how this audience grows in thirteen issues to a total audience of 62,600,000 different people, and analyzes the characteristics of that audience.

The figures quoted on these pages refer to the number of people who read one or more out of thirteen issues of LIFE.

What happens to people . . .

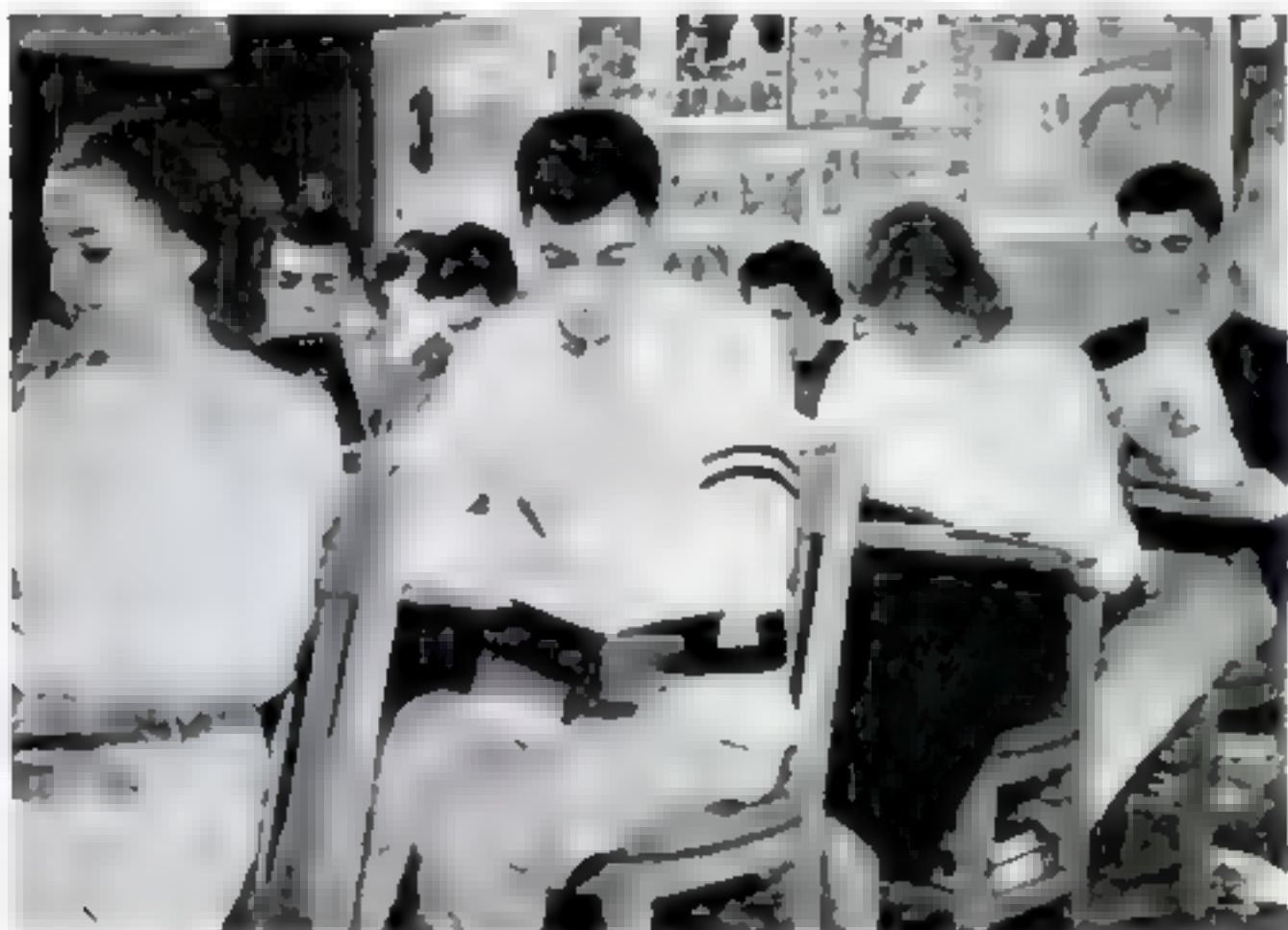


Shipping executive George Killian of The American President Line says: "San Francisco business interests are grateful for LIFE's faithful reporting." San Francisco's top executives typify all America's business leaders. 70% of business executives, owners, and professional people read LIFE.*

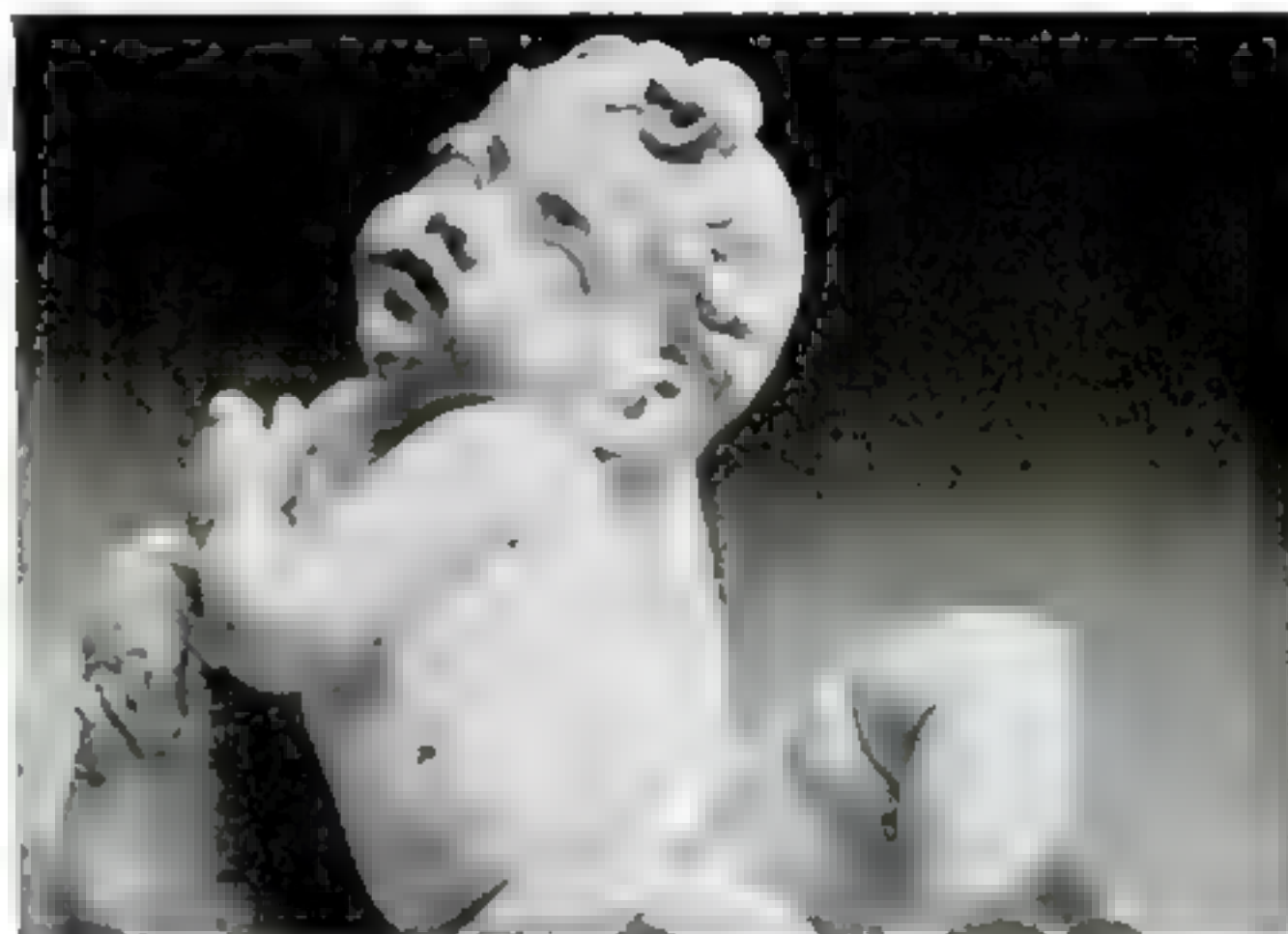


Cover girl Jane Pedersen shows LIFE's influence on one young person's career. Within a year after appearing in LIFE, Jane had become a famous model, Miss California, and candidate for Miss America. Over 13 million young adults between 20 and 29 years old are included in LIFE's audience.*

What happens to places . . .

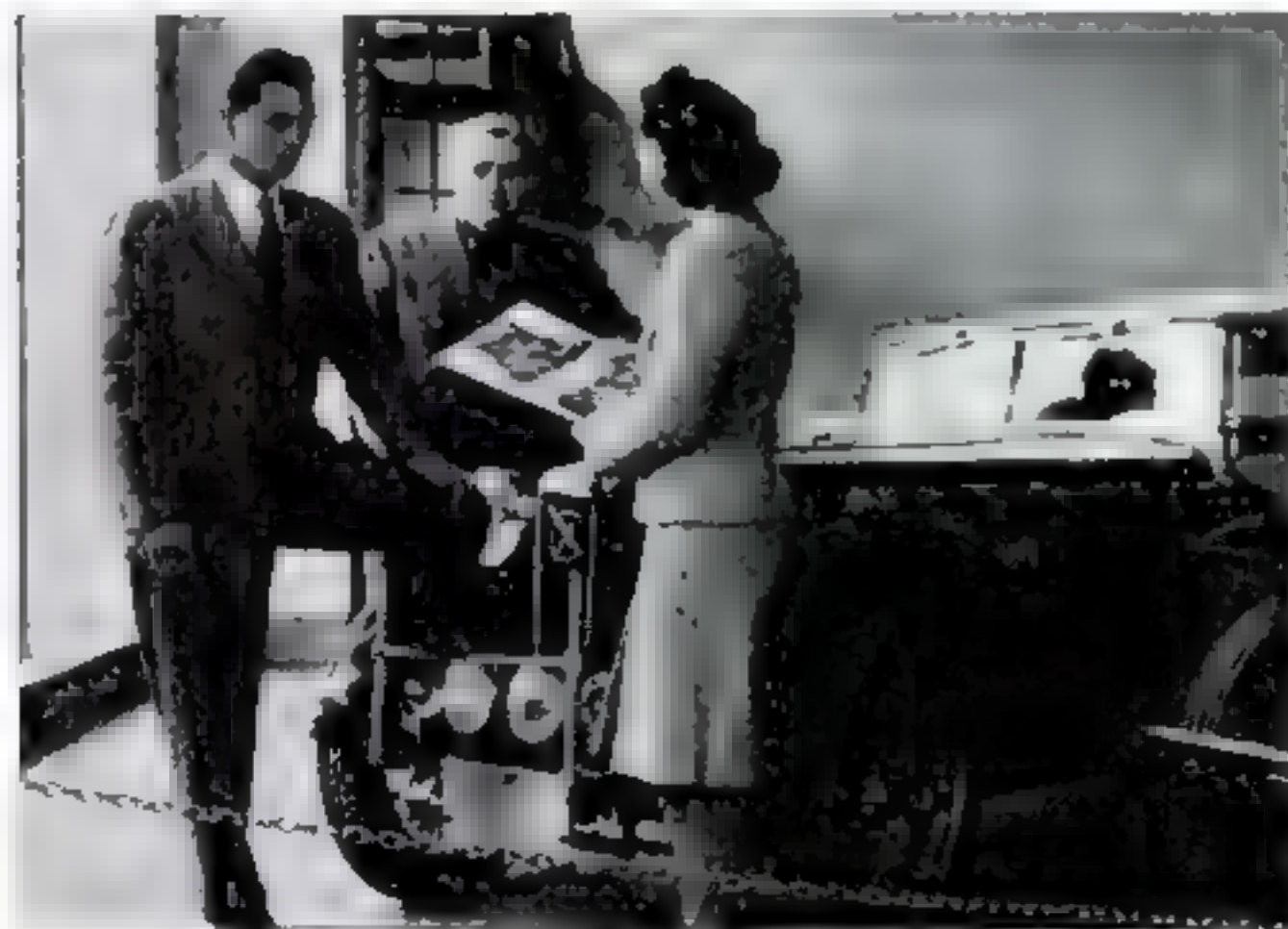


Lowell High School civics instructor, Norval C. Fast, says: "As soon as an essay appears in LIFE bearing on civics, I mount it on the blackboards." To high school graduates, as to high school students, LIFE is an absorbing weekly experience. 7 out of 10 Americans who finished high school read LIFE.*



At De Young Memorial Museum, in Golden Gate Park, attendance almost doubled the very next week after this picture of its Verrocchio statue appeared in LIFE. The tremendous appeal of LIFE to college-educated people is well known. 75% of all college-educated men and women read LIFE.*

What happens to business . . .



Sporting-car distributors, the Qvale Brothers, had to move to a bigger showroom after a LIFE article on their cars boomed their business. Most of their sales were to people in the middle and upper-income groups. LIFE's readers number over two-thirds of all Americans in these income brackets.*



News about products advertised in LIFE interests San Francisco women as it does all of the 31,550,000 readers in LIFE's feminine audience.* To help them find these products easily, famous department stores such as City of Paris (above) regularly identify and display LIFE-advertised products.



LED BY BABY LOCOMOTIVE, PURDUE STUDENTS WIND UP A THREE-DAY VICTORY SPREE WITH CAMPUS PARADE. BEFORE THAT THEY CONCENTRATED ON JUST

CHEERS AND TEARS IN INDIANA

Purdue upsets Notre Dame's team and aplomb by breaking five-year Irish winning streak in season's big surprise

All that could be heard in the Notre Dame dressing room was the hiss of showers, the sob of beaten players and subdued conversation. Coach Frank Leahy, carrying a handkerchief in his right hand and struggling to keep a grip on himself, walked down through the locker room, assuring his men. Then he went outside to speak to several thousand bewildered undergraduates who were calling for him. "Men," he said huskily, "the entire world will be watching to see how we take this adversity." Bravely, the students responded: "We're with you, Coach."

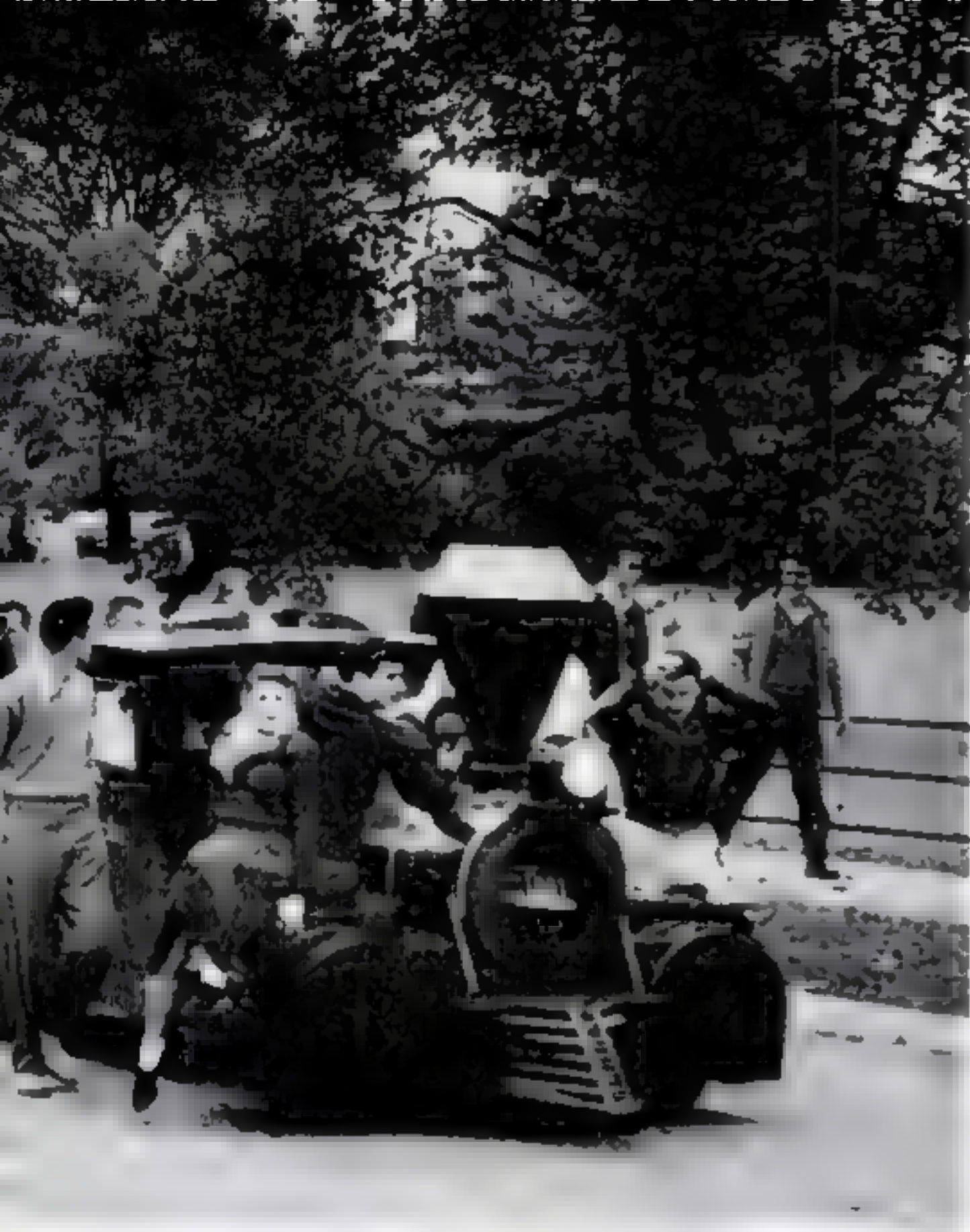
The disaster which brought on all this sorrow was a football game,



SOBBING FULLBACK, Notre Dame's Dick Cotter (right) gives way to grief on way to dressing room. With him is Halfback Bill Barrett, who played game with injured leg.



SNIFFLING CAPTAIN, Jerry Groom (right), blows nose while being consoled by two fans. In the post-game gloom several players slipped up to Coach



WHOOPING, HOLLERING, DANCING AND ATTENDING NOISY MASS MEETINGS

the first one Notre Dame had lost in five years. That afternoon at South Bend, Purdue had defeated Notre Dame 28-14 in the season's most surprising upset. The sadness at South Bend was echoed on the Purdue campus at Lafayette, Ind. by one of the wildest football celebrations ever seen. There the roistering and snake-dancing continued all through the rain-drenched night and all day Sunday. When hardly anyone showed up for classes on Monday, Purdue's President Hovde, a former quarterback at Minnesota, stepped before a campus rally and said, "Officially the university is in session. Unofficially it is yours."



Leahy and whispered their apologies. All-America Quarterback Bob Williams just looked stunned and muttered, "What can I say? What is there to say?"

CONTINUED ON NEXT PAGE



Write for Elaborate
Nunn-Bush Catalog

Style 4300
Genuine Shell
Cordovan

Rich
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Exceptional wear with
reasonable care

Wearers often tell us that we make Nunn-Bush Shoes *Too Good!*

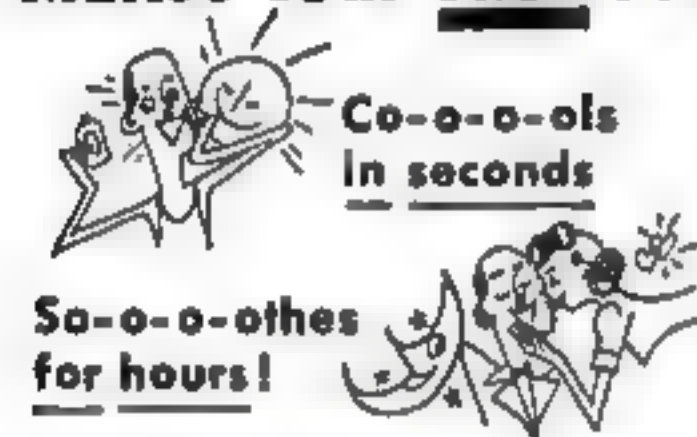
By developing *Ankle-Fashioning* Nunn-Bush has achieved a persisting heel-hugging comfort which is an agreeable surprise to the new Nunn-Bush wearer...and a never-ending pleasure to the man who comes back again and again for additional pairs. We do endeavor to make Nunn-Bush shoes to give you the economy of much extra *satisfying* wear.

See Your Local Nunn-Bush Merchant

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NEW Palmolive After-Shave Lotion
Makes Your Face Feel Refreshed, Invigorated!



Here's one after-shave lotion that really makes your face feel refreshed, invigorated—yes, its specially selected ingredients cool your skin in seconds! You'll enjoy its clean, outdoor scent . . . and, the emollient effect of Palmolive After-Shave Lotion actually soothes your skin . . . for hours and hours! A marvelous underarm deodorant, too. Try it today!

A new idea in after-shave comfort!

Join the **SWING to SWITZER'S**

"Eat a little Licorice everyday"

You'll enjoy every delicious bite of Switzer's—the bar with that good old fashioned licorice flavor. Today—try Switzer's—you'll soon see why thousands are joining the big "Swing to Switzer's."

BUY Switzer's in the handy six bar take home carton.

SWITZER'S • ST. LOUIS

Pro-tek-tiv
 for children's normal growing feet

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FREE Illustrated folder about Pro-tek-tiv Shoes that conform to the contour of the foot in every size. Write today.. Dept. L.

Curtis, Stephens, Embury Co., Inc., Reading, Pa.
 MODERN AGE and OFFICIAL GIRL SCOUT SHOES

Tops for **CHOPS**

A-1

Sauce—the dash that makes the dish

Ask for A-1 when dining out, too.

Notre Dame CONTINUED



GAINING FOR PURDUE, Mike Maccioli skirts Notre Dame's left end in second period. Maccioli scored final touchdown that put the game on ice.



PLEADING FOR NOTRE DAME, Coach Leahy beseeches his team to get going. Purdue led 21-0 before Notre Dame scored.

CONTINUED ON PAGE 124

PARK & TILFORD

Whiskies for Quality and Value



PARK & TILFORD DISTILLERS CORP., NEW YORK • PARK & TILFORD "RESERVE" 62½% GRAIN NEUTRAL SPIRITS 86 PROOF • PARK & TILFORD "PRIVATE STOCK" 86 PROOF



MEN OVER 25 with thinning hair GROOM IT WITH KREML

TO AVOID A GREASY, SHINY-LOOKING SCALP
TO MAKE HAIR LOOK MORE ABUNDANT!

If you're feeling self-conscious about your hair getting thin on top or receding at the temples, don't call attention to your thin hair by plastering it down with greasy, sticky products which leave an unsightly, dirt-trapping, shiny film on the scalp. Now's the time to graduate to Kreml Hair Tonic!

Kreml is different from any dressing you've ever used. It never looks greasy or sticky—never plasters hair down.

Instead, Kreml is especially blended to make hair look *naturally well-groomed*—to make hair look thicker—like more than you've got. Also unsurpassed to remove dandruff flakes and to give sleepy scalps a delightful 'wake-up tingle.' So change to Kreml!

NIGHT COUGH* ruining your sleep?



Here's FAST 3-WAY RELIEF!

Don't toss or turn from night coughing due to colds. Get Smith Brothers!

1. Ease dry throat tickle
2. Soothe your raw membranes
3. Help loosen phlegm

*due to colds



SMITH BROTHERS **BLACK** COUGH DROPS STILL ONLY 5¢



NOW! FILE YOUR OWN SAWS

Be expert saw filing at home. Precision filing easy without experience. Two simple adjustments. Keeps any hand saw extra sharp and true cutting. Complete with file, Money back guarantee. Cash with order, prepaid. (CDD postage extra.) Order today. \$2.95

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Famous for *Sleep*
to start your day *bright*

Your choice of OSTERMOOR Quality Mattresses
...traditionally as fine as money can buy.
Superlative in comfort, in structural excellence...
and long wear. Therefore
soundly economical.

INNERSPRING
OSTERMOOR
AMERICA'S QUALITY MATTRESS FOR NEARLY 100 YEARS



See your Local Dealer, or write "Ostermoor"
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Notre Dame CONTINUED



PREGAME PEP RALLY helps fire up Purdue which had lost its first game of the season to Texas and went into Notre Dame game a 20-point underdog.

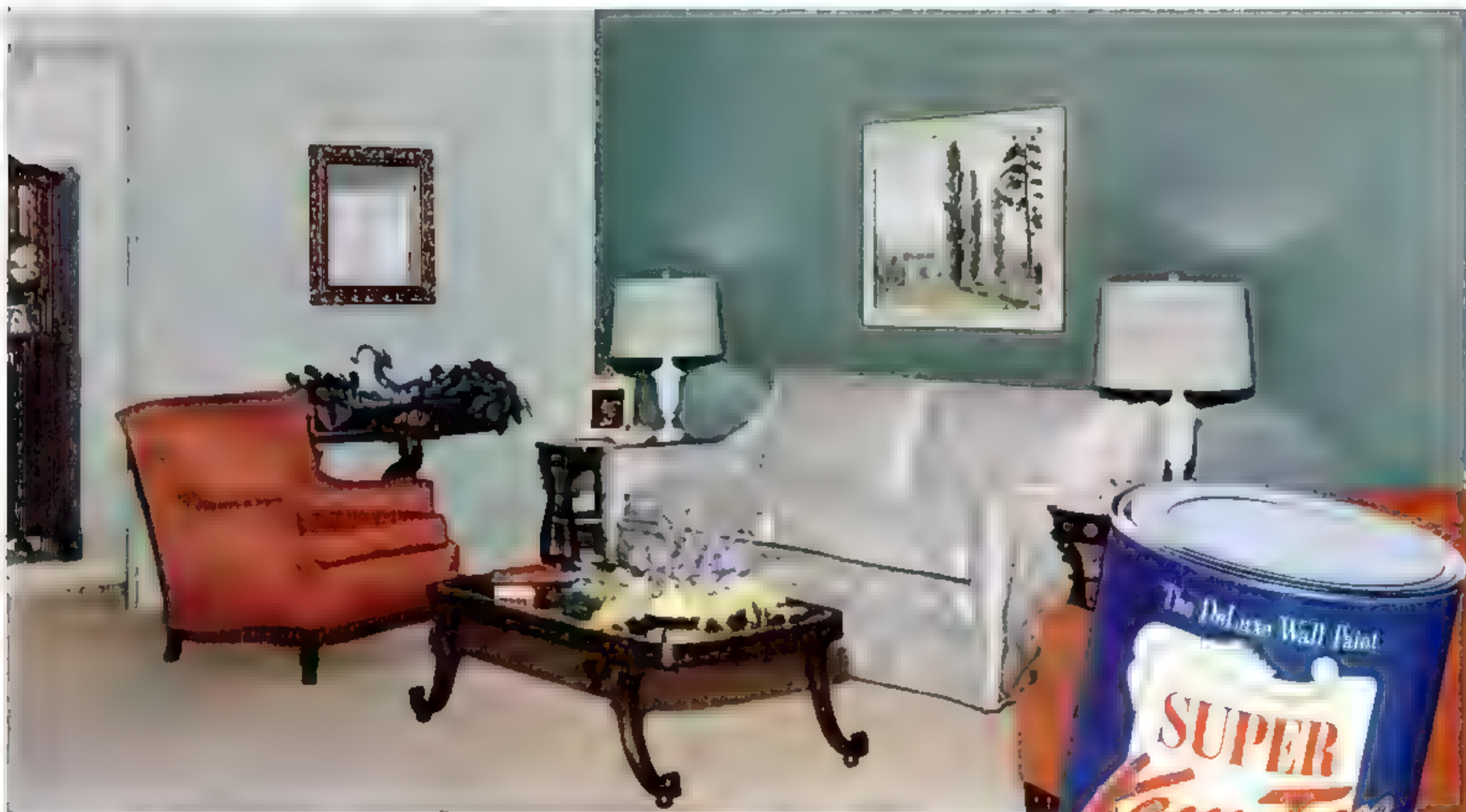


THE HAPPY VICTORS of Purdue ignore their bruises as they clasp hands after game. Tackle Janosek, with bloody face, got four stitches over his eye.



PURDUE'S COACH Stu Holcomb gets ovation in final postgame rally on the campus. "Matter of fact," he confessed, "I didn't think they could do it."

You never saw a Wall Paint... SO BEAUTIFUL! SO WASHABLE!



You can transform your rooms so easily, so quickly with SUPER KEM-TONE. This lovely two-toned room has Melod's Green on walls, woodwork on left, Pinehurst Green on right.

Super Kem-Tone®

SENSATIONAL NEW PAINT

Gives Your Rooms Enduring Beauty... It's Guaranteed* Washable!

Here's a completely new and different paint for walls and woodwork that's ready to use, easy to apply, *guaranteed** washable. SUPER KEM-TONE combines breath-taking beauty with an amazing ability to resist dirt and soiling.

Wash it again and again! You can't mar its matchless beauty... SUPER KEM-TONE forms such a tight, impervious coating that, unlike ordinary flat paints, dirt does not penetrate its lovely finish.

SUPER KEM-TONE gives you practically an unlimited range of gorgeous colors...

from lovely light shades to beautiful, new, easy-to-use deep tones. And they all go on easily and uniformly with brush or ROLLER-KOATER, over almost any interior surface, including wallpaper.

Convince yourself, be sure to see SUPER KEM-TONE demonstrated at leading paint, hardware, lumber and department stores.

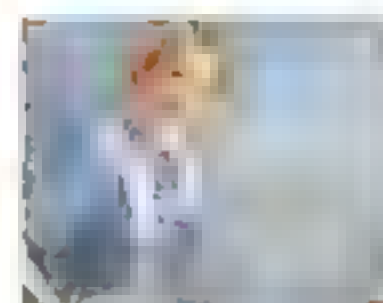
SUPER KEM-TONE is Guaranteed* Washable (or your money back) by seven leading paint companies...

Acme Quality Paints, Inc., Detroit John Lucas & Co., Inc., Philadelphia
W. W. Lawrence & Co., Pittsburgh The Martin-Senour Co., Chicago
The Lowe Brothers Co., Dayton Rogers Paint Products, Inc., Detroit
The Sherwin-Williams Co., Cleveland

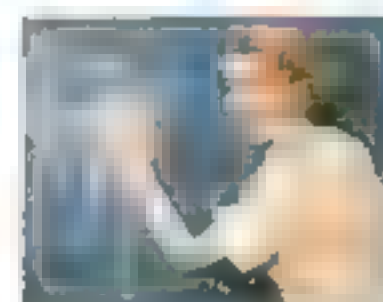
AT LEADING PAINT, HARDWARE, LUMBER AND DEPARTMENT STORES EVERYWHERE

\$1.59 PER QUART **\$4.98** PER GALLON
DEEP COLORS SLIGHTLY HIGHER

IT'S READY TO USE... NO THINNING



Dirt just can't get a "foothold"
SUPER KEM-TONE's tight, non-porous surface, a new achievement of paint chemistry, prevents dirt from penetrating. It's easy to keep clean.



Washing doesn't harm it—*After it is thoroughly dried, tests show SUPER KEM-TONE withstands repeated washing with usual household paint cleaners without impairing its beauty.



KEM-TONE—Top Value in Thrifty Home Beauty

KEM-TONE, the oil paint that mixes with water, is your outstanding value in good home decoration where extreme washability of SUPER KEM-TONE is not required. Thinned with water, a gallon of KEM-TONE makes a gallon and a half of paint, *ready to use*, at only \$2.65 a gallon.

\$1.35 Quart... \$3.98 Gallon... (in concentrated paste form)



KEM-GLO—Looks and Washes Like Baked Enamel

KEM-GLO, the miracle lustre enamel for kitchen and bathroom walls and woodwork in every room. Washes as easily as your refrigerator. Needs no undercoater, goes on like magic, dries in 3 to 4 hours. Looks new after *hundreds* of washings. 10 colors plus KEM-GLO Stay-white.

\$2.39 Quart... Economy Size, \$7.98 Gallon



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(*KEEP THOSE LIGHTER PANCAKES COMING!*)



'Cakes and Karo just *naturally* go together . . . to make one of America's favorite food combinations. Karo® is a hearty, full-bodied syrup . . . delicious in flavor . . . rich in dextrose, food-energy sugar . . . a great food for growing children . . . for active people of all ages. So for energy *and* enjoyment, when you serve lighter cakes, serve luscious Karo Syrup.

Ever Try Hot Buttered Karo ?

Bring 1 cup Karo Syrup to a boil . . . and add $\frac{1}{4}$ cup butter. Stir until well blended . . . serve hot over pancakes, waffles, fritters, or French toast. Makes about 1 $\frac{1}{4}$ cups.



THERE ARE 3 KINDS OF KARO...

1

BLUE LABEL KARO (Dark) is America's favorite table syrup, smooth, delicious, energizing. All Karo Syrups are rich in dextrose, food-energy sugar.

2

RED LABEL KARO (Light) is crystal clear, sweet, delicate . . . a great syrup for many table and cooking purposes . . . and for home canning.

3

GREEN LABEL KARO (Maple-y) has the tang of maple, the rich flavor everyone enjoys . . . very popular for table use and in special recipes . . . try it!

Syrup 'em



LIGHTER PANCAKES ARE HERE

Take fork in hand and taste the lightest pancakes you ever poured syrup on. For these are Pillsbury pancakes. Made from the famous mix that Pillsbury has developed over the years to make certain you turn out pancakes truly light and fluffy. Rich, golden-brown in color. Delicate in flavor. Easy to make (just add milk). Make up a batch of these lighter pancakes soon.

Wonderful for waffles, too. And for that good old-fashioned buckwheat flavor—with new lightness—try Pillsbury Buckwheat Mix.



3 Original Rogers Silver-plated Teaspoons. Exclusive Lady Ann pattern—only 50¢ and six coupon values. Send to Pillsbury, Box 150, Minneapolis, Minnesota. Complete silver service available. Extra-Value coupons with all Pillsbury packages. Write for free premium booklet.

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PANCAKE MIX



Beat winter to the punch!..



Let your Texaco Dealer get your car *ready!*

- with... CUSTOM-MADE HAVOLINE—for best protection, best performance. Fact is, it's the best motor oil your money can buy!
- with... Marfak chassis lubrication. Gives your car that cushiony feeling—for quiet comfort, easier handling, winter-wear protection.
- with... correct gear lubricants . . . plus careful check-ups on all trouble spots, for carefree winter driving.
- with... famous regular-priced Texaco Fire-Chief . . . or Sky Chief, the premium gasoline with Volatane Control.

•with... **PT** anti-freeze . . . stays **PT** all winter

Your Texaco Dealer will drain and flush the radiator and put in Texaco *Permanent Type* anti-freeze. It's anti-boil (non-evaporating) . . . anti-rust. No freeze-up worries then!



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Theater television show
starring MILTON BERLE
—every Tuesday night.



IN BACKSTAGE RUSH, MODEL CAROLYN SCOTT, DONNING AN EMILY WILKINS BOUFFANT GOWN, GETS READY TO DIVE INTO ANOTHER LAYER OF CRINOLINE

An Unknown Wins a "Winnie"

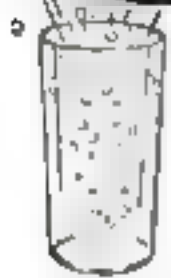


WINNER JAMES stands on stairway with six models wearing his designs. He will start to cash in on award when adaptations of some of his creations are put on sale soon by Ohrbach's, a hustling, low-price store on New York's Union Square.

FASHION CRITICS PICK CHARLES JAMES WHO HAS SMALL PUBLIC, BIG INFLUENCE

Every year the U.S. fashion critics hold an election and choose the year's outstanding clothes designers. Then, at a banquet and show sponsored by the Coty perfume makers, they award the winners bronze statuettes called "Winnies." This year's show was the biggest ever. For the first time the public was let in—to raise money for the children's cancer fund. Backstage 50 of New York's top models hustled about getting in and out of costumes. Previous winners came to parade their creations. Special citations were given to *Vanity Fair's* pleated nightgowns (*LIFE*, June 27, 1949) and Julianelli's naked sandals (*LIFE*, Oct. 3, 1949). One Winnie went to Bonnie Cashin whose sportswear is well known and popular. The other Winnie went to a man whose name means little to most women but a great deal in his profession. Charles James, who at 44 looks like an undersized Harvard sophomore, is a designers' designer, a man who specializes in intricately cut ball gowns which have had a great influence on other dress-makers, notably Dior and Fath. Unlike them, he is so exclusive that he is customarily broke. Even at \$700 to \$1,500 a dress, he loses money since he sells only about 100 a year to devoted customers like Mrs. William Paley, Mrs. Huddleston Rogers, Jennifer Jones and Gypsy Rose Lee. His losses are mostly made up by friends who consider him a genius if not a businessman.

HERE'S HOW to relieve discomfort when you EAT, DRINK TOO MUCH



Simply take world-known Eno at bedtime and you'll quickly help neutralize excess stomach acid, ease upset "full feeling" overnight! When you wake,

take Eno as a quick-acting laxative. It offers positive, yet gentle relief. Used by millions. At all druggists—buy today!

- 1 **ANTACID**—relieves sourness, gas and heartburn promptly.
- 2 **LAXATIVE**—to relieve temporary sluggishness quickly, take before breakfast when needed.
- 3 **PLEASANT**—as a glass of sparkling, bubbly soda water!



Take
Good-tasting **ENO**

It's got the BOZO SEAL...
It's tops in child appeal!

BOZO
"THE CAPITOL CLOWN"
APPROVED
RECORD ALBUMS



Look for the "Bozo Approved" seal on the children's record albums you buy—it's your guarantee of fine, wholesome entertainment, sure to delight any child!



CHILDREN SAY "THAT ALBUM'S FINE—
A FRIEND OF BOZO IS A FRIEND OF MINE"



Buy Genuine Bozo Approved Record Albums at
your favorite Record Dealer.



JUST OFF RUNWAY, as porters rush about, model in James dress looks over music performed at show. Fussy about everything, James insisted Bach fugue be played while his designs

were shown. Gown was done for Mrs. Huddleston Rogers in 1948, is still stylish today. Mrs. Rogers has given 35 of her old James dresses to Brooklyn Museum's Costume Institute.

CONTINUED ON PAGE 124

This Exciting Pen restores your confidence in what \$1 will buy

**FOR SCHOOL—HOME—OFFICE
THIS VALUE-PACKED WEAREVER
IS A "GLUTTON FOR PUNISHMENT"**

Don't let anybody tell you that high price means high quality. See... try... own this Wearever Pennant Pen—and discover what wonderful value you can get for a dollar!

Wonderful value—the Pennant looks like a million, writes like a wizard. You have your choice of 5 interchangeable points, to suit your own writing personality. And it's sturdily built by the world's largest fountain pen manufacturer to give you years of perfect writing satisfaction.

Accept no "just as good"—there is none. If your dealer hasn't Wearever Pennant, send us his name and we'll supply you through him. DAVID KAHN, INC., North Bergen, New Jersey.

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*By the World's Largest
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55th YEAR—FOUNDED 1896*

**WEAREVER
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Only
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**WITH YOUR CHOICE
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Extra Fine

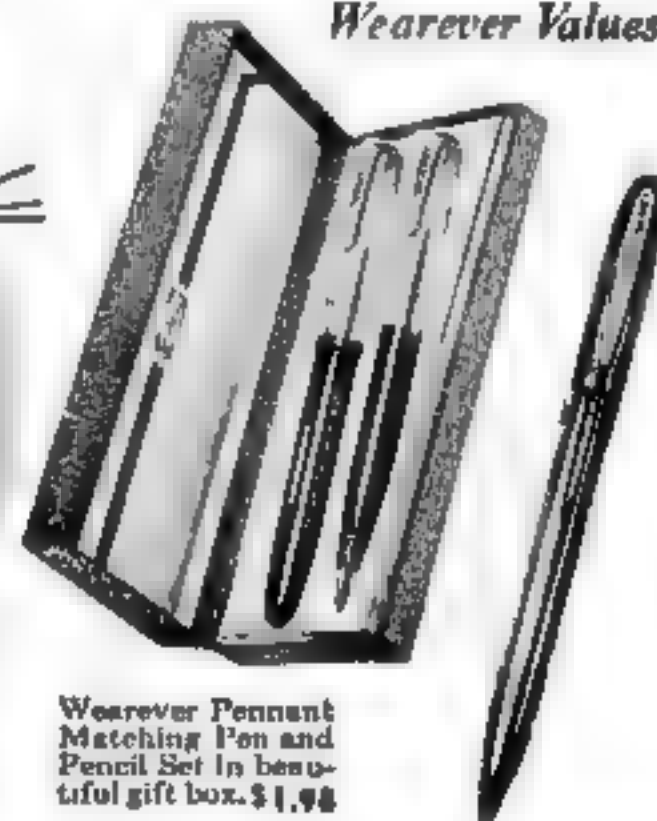
Steno

Flexible Fine

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*Other Wonderful
Wearever Values*



Wearever Pennant
Matching Pen and
Pencil Set in beautiful
gift box. \$1.98

Wearever Tri-
Color Pen writes
blue, red, green. \$1

No other pen selling at \$5 or less has all these features:

5 INTERCHANGEABLE POINTS. Choose your favorite. Replacement points, 50c each.
VACUUM-SEALER INNER CAP. Assures instant starting.
C-FLOW FEED. Transparent Lucite, shows when to refill.
FORTIGEL BARREL. New, colorful, enduring plastic.
HARDENED TIPPED POINT. Reinforced for smooth writing, long wear.

EXTRA INK CAPACITY. For longer service between fillings.
DOUBLE GRIP CLIP. Tension spring holds it securely in pocket.
INK CONTROLLER. Reservoir on pen point keeps ink flowing.
CHOICE OF COLORS. Pearlized finish in lustrous shades of maroon, green, navy and gun metal.

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HOW TOMMY SURPRISED HIS MOTHER - (BUT NOT HIS FATHER!)



Amazing shampoo guaranteed not to rob hair of natural oils

Shasta gets out beauty-robbing film and stale surface oils—
Leaves in glamour-giving natural oils that make hair...

1. NATURALLY SHINY

2. NATURALLY SOFT
—HEALTHY

3. EASIER-TO-MANAGE

New, improved Shasta does the one thing women have always wanted from a shampoo. Gets out beauty-robbing film and stale surface oils—leaves in glamour-giving natural oils.

You see, Shasta is guaranteed not to rob hair of glamour-giving oils nature provides... precious oils your hair needs to be naturally shiny, soft, healthy, easier-to-manage. Under Shasta's magic-like touch even dull, dry, unruly hair looks unbelievably softer, silkier—sparkles with gleaming highlights.

See your hair looking its loveliest. Get new, improved Shasta today. Remember, Shasta doesn't rob hair of its natural oils.

PROCTER & GAMBLE'S GUARANTEE: Shasta does not rob hair of natural oils. Procter & Gamble guarantees this or money back when unused portion is returned.



NEW, IMPROVED

Shasta BEAUTY CREAM **Shampoo**

DOESN'T ROB HAIR OF NATURAL OILS

Winnie Winner CONTINUED



OTHER WINNER Bonnie Cashin sent a new two-piece bathing suit to the show. Called "Southern Exposure," its trunks are low-cut like French Bikini suit, but for insurance they are attached in front to a belt that fits around waist.



LEFT-OUT MODEL took too long with make-up, did not get out in time to show her outfit by Toni Owen. Here she watches other models pose with Coty Chairman Grover Whalen and General Carlos Romulo, who presented awards.

Millions of Women Now **DO IT WITH DORMMEYER**



DORMEYER'S AUTOMATIC ELECTRIC FRI-WELL

The largest, finer deep fryer. Serve six full, mouth-watering portions from this beautiful, gleaming fryer. Chicken, shrimp, steak, doughnuts, onions, potatoes—all deep-fried to delicious golden brown goodness in a few minutes of automatically controlled cooking. Exclusive Drain-Away Faucet. Guaranteed. Model 5800 . . . \$27.50

NEW DORMEYER TOASTMAKER

The new Dormeyer Toastmaker is the modern way to make toast—with that good "old-fashioned" flavor. Automatic electric timer that gives you the exact degree you want every time—light, golden brown, crisp. Automatic "pop-up," automatic re-warming device that holds toast tasty-hot until you're ready for it. Guaranteed. Model 6500. \$19.95

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From meat-loaf to fluffy meringues and gorgeous cakes—no faster, finer, more economical way to fix your food than with Dormeyer's famous Food-Fixer. It's a grinder, juicer, mixer, all-in-one complete unit. "You Dial It, Dormeyer Does it." Ten recipe-tested speeds. It's the mixer most women want for dependable results. Guaranteed. Model 4200 . \$42.50



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DO IT WITH DORMEYER
—Today!*

"DO IT WITH DORMEYER"—that's the magical password to more freedom and fun in the kitchen for millions of American women. Now's the time to drop that old-fashioned grinder... get rid of those tiresome, out-dated food fixing methods. Watch cooking drudgery fly out the back door when Dormeyer food-fixing appliances come into your kitchen. Dormeyer sets you free with the basic appliances you need to set the finest table in the land with less time, less waste, less effort. Do it right... Do it with Dormeyer.

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Famous "Dormey"
Portable Full power,
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4900-D . \$14.95†



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Grinder, juicer, mixer,
Guaranteed. Model
5000 . . \$34.95



The Dormeyer Blend-
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blends. Guaranteed.
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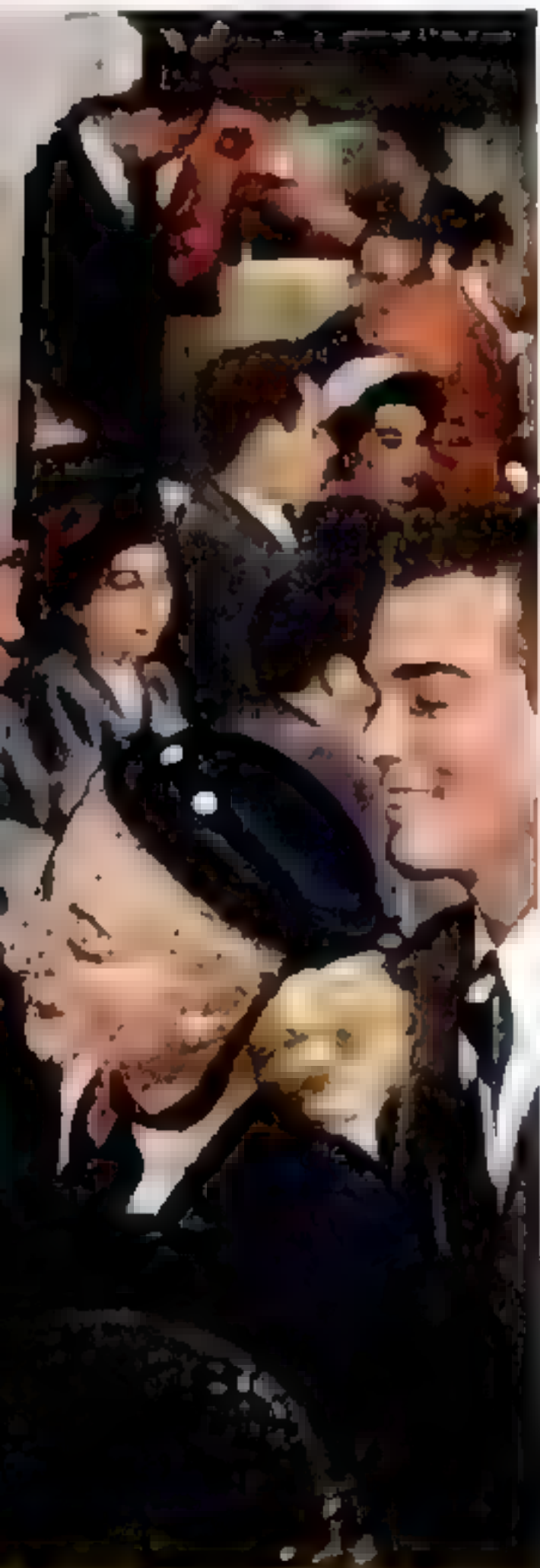
Pumps IN THE Pump

NATURALIZER'S TREASURE CHEST PHOTOGRAPHED AT THE FAMOUS PUMP ROOM IN CHICAGO



Room

AMBASSADOR EAST HOTEL



FLIRT



JAN

*Naturalizer's Newest Treasure Chest
collection... ever-popular pumps,
the shoes that go with everything*



FLICK



FRILL



FLIGHT

From Naturalizer's Treasure Chest...the six most notable pumps of the season...the shoes selected by many of the smartest women who visit this fabulous room! Here are the leading silhouettes for fall in three favored heel heights. The most perfect-fitting pumps you've ever known. And all of them with Naturalizer's famous soft toe feature. Here, too, are traditional Naturalizer quality and outstanding value at moderate prices. Choose your favorite pumps from the Treasure Chest selection now at your nearest retailer. Find out in a few, wonderful, fashionable steps why shopping from Naturalizer's Treasure Chest is fast becoming a national habit. Naturalizer Division, Brown Shoe Company, St. Louis.

Shoes illustrated,

9⁹⁵

HIGHER DENVER WEST

Other styles, 8.95 to 10.95

Naturalizer



The shoe with the beautiful fit



FERN

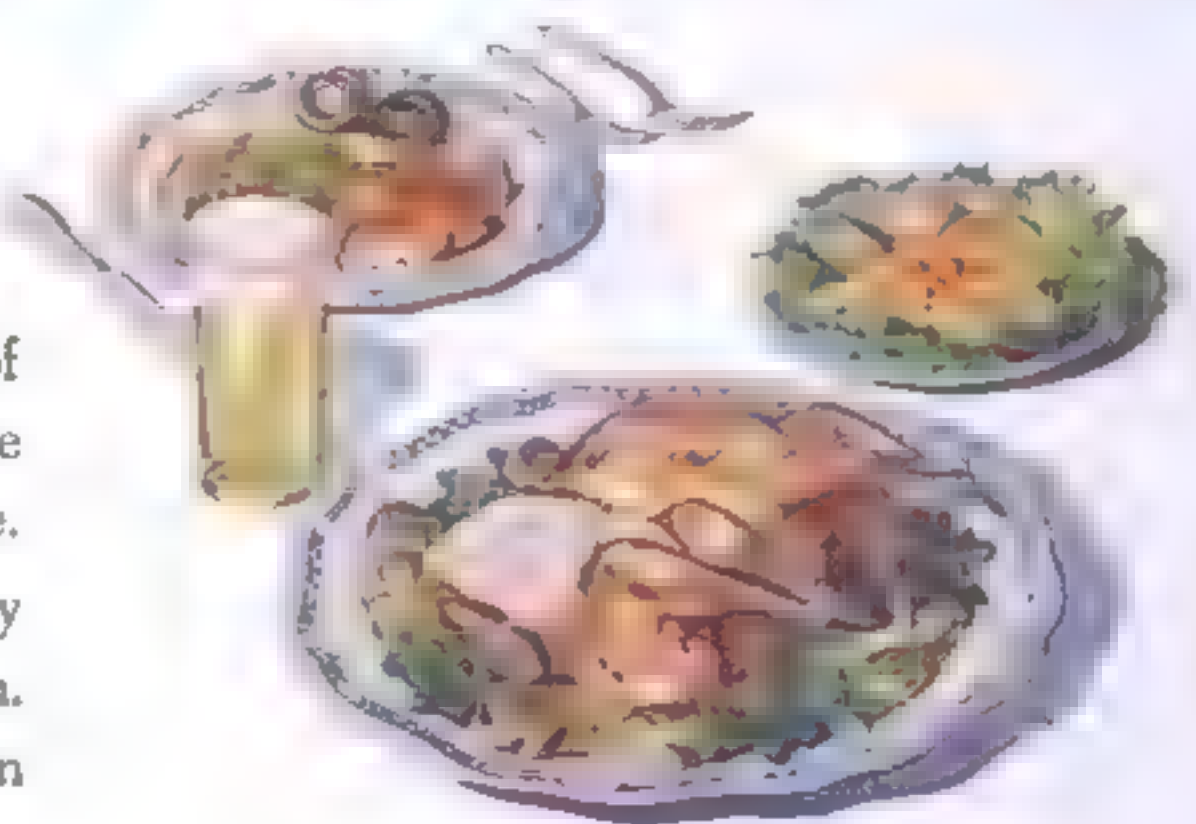


"Home from Hunting," by Douglas Crockwell, Number 16 in the series "Home Life in America."

Beer belongs...enjoy it

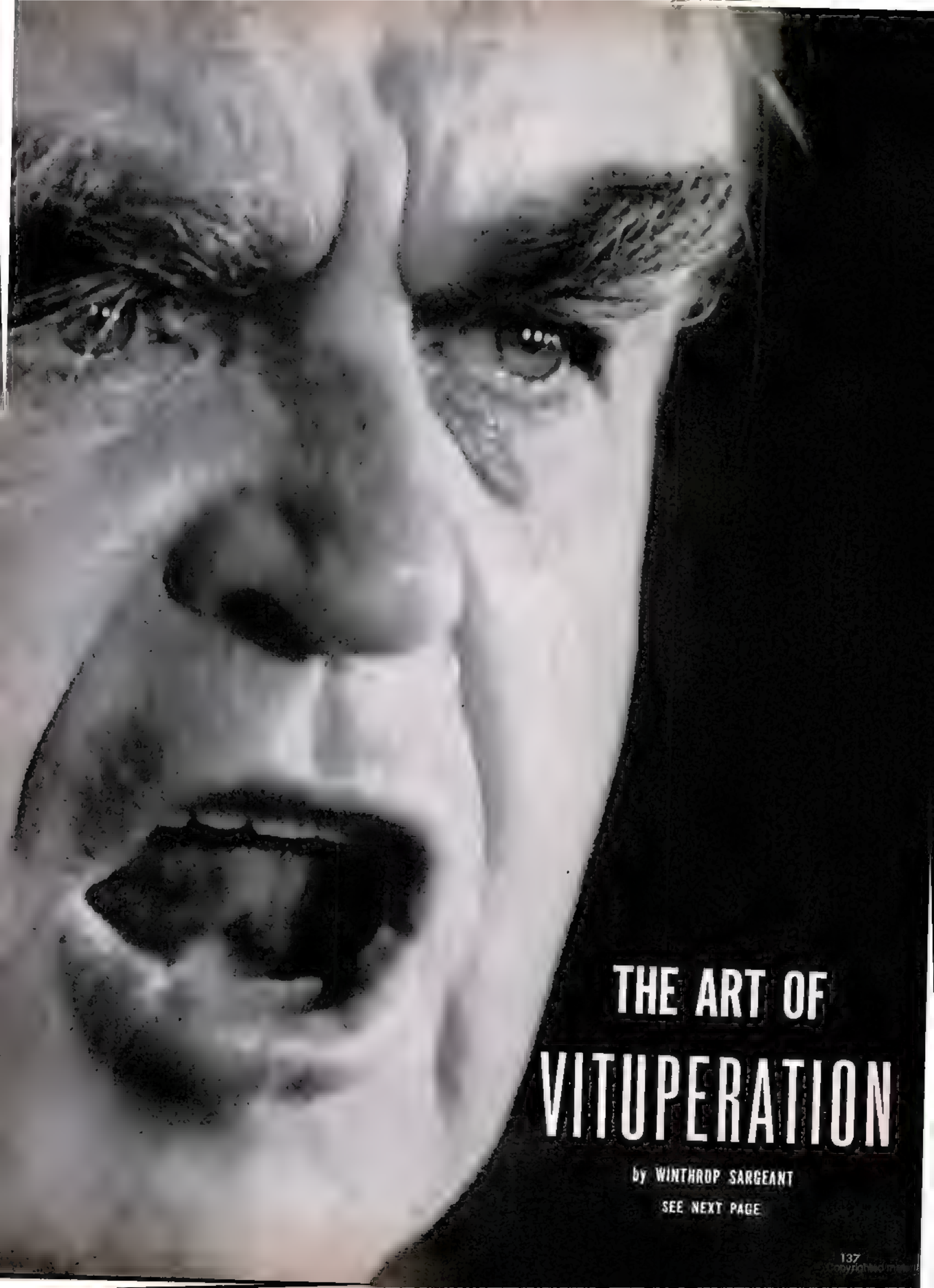
In this home-loving land of ours . . . in this America of kindness, of friendship, of good-humored tolerance . . . perhaps no beverages are more "at home" on more occasions than good American beer and ale.

For beer and ale are the kinds of beverages Americans like. They belong—to pleasant living, to good fellowship, to sensible moderation. And our right to enjoy them, this too belongs—to our own American heritage of personal freedom.



AMERICA'S BEVERAGE OF MODERATION
United States Brewers Foundation . . . Chartered 1862





THE ART OF VITUPERATION

by WINTHROP SARGEANT

SEE NEXT PAGE

The more
your legs show...
the more you need

MOJUD



With skirts
shorter, knees
in the news, legs
in the limelight
... your stockings
must fit as never
before. That
means Mojud
stockings! They
have extra
"give" and
spring-back
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Proportioned
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Remember, there's lovely
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At your favorite store. Or, for nearest
dealer, write Mojud Hosiery Co., Inc.,
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VITUPERATION CONTINUED

THE HOLLOW CHANT HAS, ALAS, REPLACED THE VERBAL BRICKBAT

LIFE's Winthrop Sargeant has long had a special kind of respect for John L. Lewis—not for Lewis as a public figure but for Lewis as a grandiloquent and expert practitioner in the field of vituperation (see preceding page). When the labor leader recently engaged in his vituperative "dogcatcher" exchange with President Truman, Mr. Sargeant, a long-time student of vilification, was moved to set down these observations on the present state of the ancient art of insult.

AMONG the works of the Irish author James Stephens there is a poem which ranks as one of the masterpieces of artistic vituperation. Its first verse runs as follows:

The lanky hank of a she in the inn over there
Nearly killed me for asking the loan of a glass of beer.
May the devil grip the whey-faced slut by the hair
And beat bad manners out of her skin for a year.

At the risk of offending the delicate sensibilities of the more literary reader, I take the liberty of translating this verse twice—first as it might have appeared in the pages of *Pravda*, second into the language used by Senator McCarthy:

I. The pseudo-Browderite warmonger in the commissariat over there
Nearly killed me for asking the loan of a glass of vodka.
May the MVD grip the deviationist, crypto-Fascist Wall Street lackey by the seat of his Ministry of Textile Industry pants
And liquidate him on the lone Siberian sodka.

II. The State Department untouchable in the office over there
Nearly killed me for asking the loan of a jigger of gin.
May the flagrant card-carrying Communist and his 204, or is it 56, fellow purveyors of treason
Be tried for perjury and the Republican party get in.

The results, I admit, perhaps unnecessarily, are deplorable examples of poetry. But I present them as deplorable examples of something else. They show what is happening today to an old and cherished rhetorical tradition: the *ad hominem* thrust or verbal brickbat. Where Stephens' "whey-faced slut" is graphic, elegant, original and spoken from the heart, *Pravda*'s "crypto-Fascist Wall Street lackey" and McCarthy's "flagrant card-carrying Communist" are unimaginative, standard technical chants that show not the slightest trace of inspiration or even of enthusiasm. They are, moreover, so abstract and general that it is open to question whether the victims at which they are aimed should feel insulted at all. The conclusion to be drawn is that neither *Pravda* nor Senator McCarthy, both of whom have made considerable reputations as denouncers of this and that, are effective vituperators.

In looking over the whole field of vituperation today, one cannot but be struck by a pervading thinness, a hollowness of phraseology and a lack not only of artistry but even of simple exuberance. Could such a gem of vilification as Senator John Randolph's great effort of 1826, "He shines and stinks like a dead mackerel in the moonlight," emerge in the debates of the present generation of congressmen? Obviously not. Where are the ringing and apoplectic phrases that used to be tossed off by such masters as Theodore Roosevelt and William Jennings Bryan—phrases like "malefactors of great wealth" and "you shall not crucify mankind upon a cross of gold?" Where can we look even for the vocabulary of inspiring invective that characterized the language of Fiorello H. LaGuardia, General Hugh Johnson, Dorothy Thompson and the other great vilifiers of the era of Franklin D. Roosevelt? What has happened to the school of artistic vilification that flourished during the 1920s when H. L. Mencken was excoriating his fellow citizens with elegant epithets



JAMES STEPHENS



Because it Recolors and
Polishes at the Same Time
● Kiwi helps to keep your shoes softer
and more comfortable.
● ASK ANY G.I. ABOUT KIWI
KIWI SHOE
POLISH
(TRADE-MARK)
836 SO. SWANSON ST., PHILADELPHIA, PA.

CONTINUED ON PAGE 144

Maybe you don't need expensive anti-freeze

*Results of Du Pont tests show
most motorists can get complete winter protection
from \$1.25-a-gallon "ZERONE"*

This may surprise you—but here's what exhaustive winter road and laboratory tests made by Du Pont now prove about anti-freeze performance.

Du Pont "Zerone"—at only \$1.25 per gallon—will provide efficient, proper protection against cold weather, rust and corrosion for four out of five cars on the road today. These are the cars with low-opening thermostats, operating at normal altitudes, and requiring protection no lower than -30°F.

If you've been overspending on anti-freeze in the past, you can save money with Du Pont "Zerone."

- With "Zerone," there is no evaporation problem—it needs only an occasional check-up.
- You buy less—"Zerone" is so efficient that 3 quarts do the work of 4 quarts of most other kinds of anti-freeze.
- "Zerone" has a chemical rust-inhibitor that helps keep a clean cooling system clean—won't attack rubber; and because it stays in solution, it can't clog cooling systems.

This winter, save good money on anti-freeze. Ask your service station attendant if you, too, can't use inexpensive Du Pont "Zerone" in your cooling system.

REG. U. S. PAT. OFF.



*Listen to "Cavalcade of America"
Tuesday Nights, NBC Coast to Coast*



THE DEALER WHO DISPLAYS THIS
EMBLEM offers you a special winter
service. Make a date with him early
for anti-freeze and for a thorough
cooling system check-up before the
anti-freeze rush joins his driveway.



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BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY

More motorists use Du Pont "ZERONE" anti-freeze than any other brand

WINGS WHITE SHIRTS

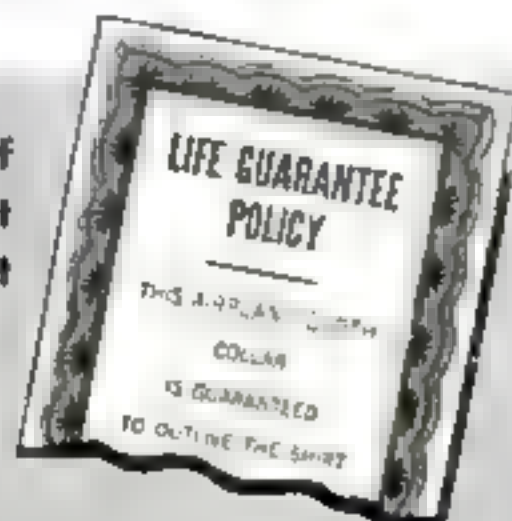
with the AIRPLANE CLOTH COLLAR

designed to **Out-wear, Out-wash, Out-smart**

ORDINARY SHIRTS REGARDLESS OF PRICE



A new shirt free if the collar does not outlive the shirt



Only leading shirt with a collar made of airplane cloth...super-strong fabric that guards the control surfaces of PAN-AMERICAN Clippers, world's largest and fastest airliners.



Write for name of nearest Wings dealer, or mail us your order and we'll forward it to him.

Precision - tailored, combed cotton broadcloth in six handsome collar styles.

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Smart from every angle



the **New Slant**

You'll be nominated head of your class when you wear the "New Slant" the original PORTIS, styled to give you that confident air...the assurance of always being well-dressed. Pre-shaped of richly crafted fur felt in the newest Fall color tones, PORTIS "New Slant" rates you an "A" for Appearance.

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America's Best Hat Value

See your hatter or write

PORTIS HATS, CHICAGO, 10, ILL.



The proudest little girl on the block pushes

A REAL

Thayer

DOLL STROLLER



It's a doll-size edition of a big Thayer Stroller, choice of smart mothers for real babies! There's a wide choice of Thayer Doll Stroller models, at prices to suit every purse. The new "station wagon" with plaid hood is just one of the thrills awaiting your little girl at your dealer's Thayer Wonderland. Send 10¢ for your copy of "SALLY LOU AND MINERVA, HER DOLL" to Thayer, Inc., Dept. L-12, Gardner, Mass.



VITUPERATION CONTINUED

like "the booboisie"? George Washington, in his time, was castigated by no less a vilifier than Tom Paine as "treacherous in private friendship, and a hypocrite in public life." Thomas Jefferson was described as "an atheist, an adulterer and a robber," Abraham Lincoln (by the Atlanta *Intelligencer*) as "the Baboon President, a low-bred, obscene clown." Even in comparatively recent times President Coolidge



JOSEPH McCARTHY

was referred to (in phrases attributed to Alice Roosevelt Longworth) as "looking as though he had been weaned on a pickle," and President Hoover as having a face that "looks like a baby's bottom." In comparison with these forthright and graphic contributions, our invective today has fallen to an all-time low. The best of our recent output is probably exemplified in John L. Lewis' comparatively feeble attack on Senator Taft: "He was born encased in velvet pants and has lived to rivet an iron collar around the necks of millions of Americans." President Truman's description of the Marines as "having a propaganda machine that is almost equal to Stalin's" is no masterpiece of inspiration, nor is his remark about Lewis ("I wouldn't appoint [him] dogcatcher"). Lewis' rejoinder ("The President could ill afford to have more brains in the dog department than in the Department of State") is better, but still far from the perfection of the older masters. Congressman Jenner's accusation that Secretary George Marshall "is a living lie," though it contains some elementary passion, was so patently beside the mark as to be unintelligible. How low our talent has sunk in this field can be gauged by the fact that Harold Stassen's timid and petulant characterization of President Truman as "the worst President ever to occupy the White House" seems to rank in the public mind as one of the great denunciatory statements of the past year.

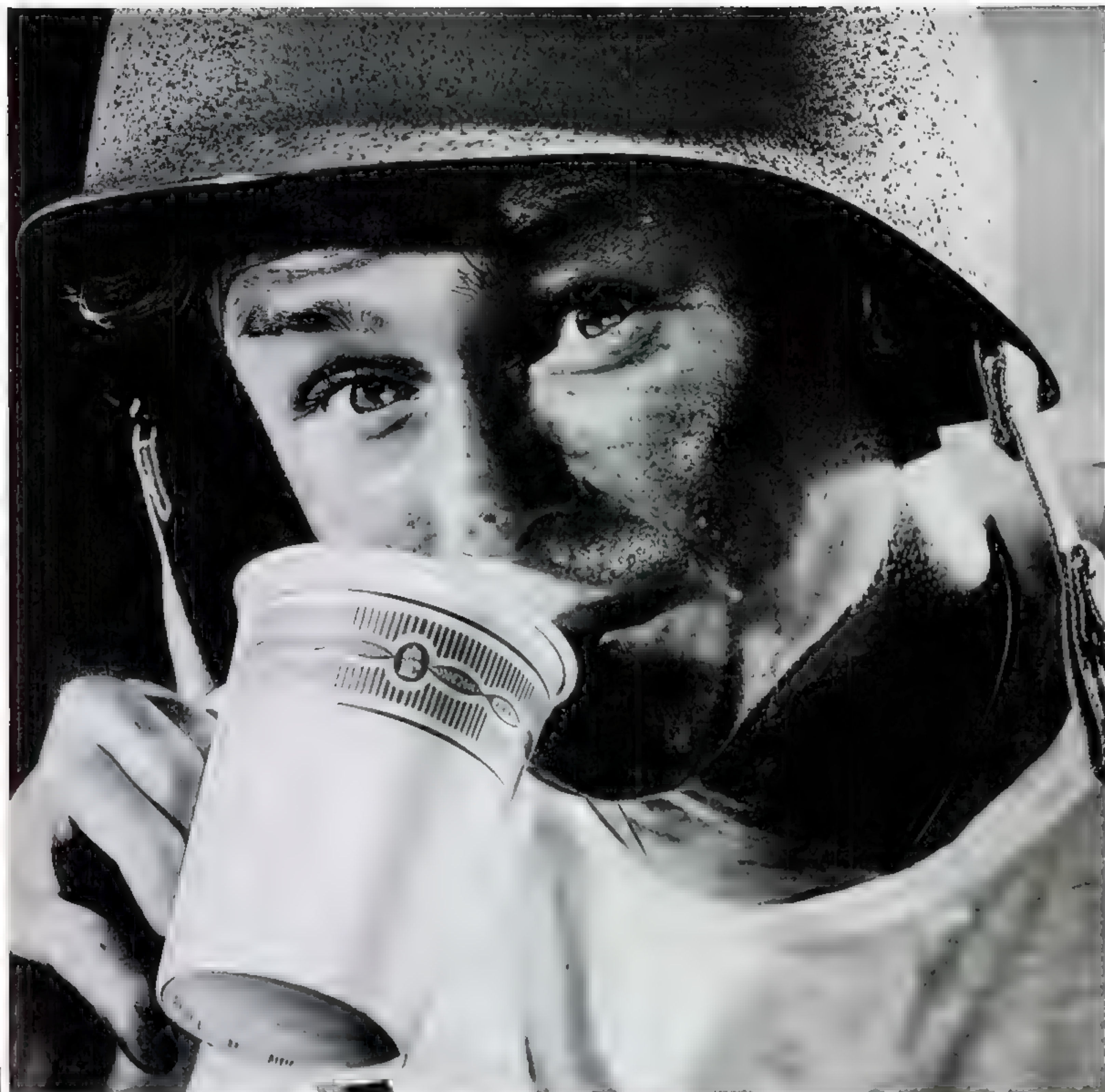
Ad hominem vs. ad genus

THE fine art of vituperation has been a flower of civilized life ever since God cast Adam and Eve out of Eden (and God, especially in his Old Testament manifestation, was, it might be remarked in passing, no mean vituperator). It has always rested on certain well-defined principles and ranged through a wide spectrum of differing degrees of subtlety. Of these, the *Pravda*-McCarthy, or group-vilification, method is one of the most elementary, least courageous and least biting. It consists in accusing one's victim of belonging to a group or class of which one disapproves. It was used by the ancient Hebrews against the Philistines, by Hitler against "the international Jews" and is still being used by the Marxists against the bourgeoisie. Its weakness is that it leaves the personal character of the victim undamaged and merely attacks the class to which he belongs. It is not, properly speaking, a statement *ad hominem* at all but a statement *ad genus*.

The true *ad hominem* thrust, to which all vituperation worthy of the name belongs, is directed at personal character. It falls into a number of established categories and occasionally flourishes in exceptional forms because of the creative power of certain individual vilifiers. Even the meager fund of vituperation that survives among us today serves to illustrate some of these categories. It may appear as the crude *coup sarcastique* (Westbrook Pegler's reference to Mrs. Roosevelt as "the Empress Eleanor" and to Anthony Eden as "that beautiful man"). It may be simple innuendo of the hit-and-run type such as Winchell uses nearly every day ("... Is that Mrs. Robert Goellet (Lynn Merrick) or her Look-Alike in Reno? ..."). Occasionally it appears in really adroit and imaginative flashes. One such flash was attributed last April to Congressman Smathers in his campaign against Claude Pepper and was of such a specialized brilliance that it might well have earned the congressman a temporary place as the Gertrude Stein of political dispute. "Are you aware," Smathers is reported to have said, "that Claude Pepper is known all over Washington as a shameless extrovert? Not only that, but this man is reliably reported to practice nepotism with his sister-in-law, and he has a sister who was once a Thespian in wicked New York. Worst of all, it is an established fact that Mr. Pepper, before his marriage, habitually practiced celibacy."

The technique here is, of course, magnificent, but the method is so special that even a master of invective would scarcely dare to use it twice. The most basic, satisfying and durable method of vituperation

CONTINUED ON PAGE 142



**"Just like back home
... they're *DIXIE CUPS***



"Dixie"
is a registered
trade mark of the
Dixie Cup Company

"When you're away from home, 's funny how a little thing can become big and important. Take these familiar paper cups . . . Dixies. You see them everywhere, at camp, aboard ship, and overseas. Sort of like meeting up with old friends from back home."

"RC makes you feel like NEW!"

says MERCEDES McCAMBRIDGE
star of "THE SCARF"
released thru United Artists



"You can't beat a cool, frosty RC when you've got that worn-out feeling. It really does make you feel like new. And another thing — RC tastes best! I know because I proved it to myself in the famous taste-test. I picked RC best of the three leading colas. That's why I always keep plenty of refreshing RC on ice... for myself and for my guests."

Yes, Mercedes, Royal Crown Cola does taste best... always makes you feel like new! And you always get two full glasses... 12 full ounces in each BIG bottle.



VITUPERATION CONTINUED

tion is a more generally used one, the time-tried technique of the *coup de hache*, or direct characterization, exemplified in Stephens' "whey-faced slut." Here the common man's repertoire of epithets like "wife beater" and "dumb jerk" rubs elbows with Winston Churchill's characterization of Hitler as "this bloodthirsty gutter-snipe." Between them lie such heartfelt and moving examples as Pegler on Henry Wallace—"that drooling Iowa holy joe"; Vishinsky on the Baltimore *Sun's* Paul Ward—"this unexperienced bandit," John O'Donnell on Truman—"that political parasite living off the past of Roosevelt"; Representative Marcantonio on ex-Mayor O'Dwyer—"a puny imitation of a mayor"; Huey Long on Harold Ickes—"the chinch bug of Chicago"; Ickes on Huey Long—"he has halitosis of the intellect... presuming, of course, that Emperor Long has an intellect"; Ickes on Mayor Thompson of Chicago—"this political symplocarpus foetidus"; and Winchell's rather elementary vocabulary of epithet as exemplified in words like "skunk," "scummunist" and "comrat."

America's best surviving free-style vilifier is still probably Westbrook Pegler, though he is closely seconded by Harold Ickes, John L. Lewis and Representative Marcantonio. Pegler possesses unquestionable gifts: the capacity for sustained anger and the inexhaustible verbal resource of the born vituperator. His art is not particularly subtle and compares with that of such literary masters as George Bernard Shaw somewhat as a beer-hall tune does with a Bach fugue. But his efforts are hearty, thorough and sometimes inspired. His description of the late Heywood Broun as "the one-man slum" and some of his strictures on Mrs. Roosevelt ("the old girl's antics were silly enough to nauseate a senior lama") have a certain crude force. So has his feeling for historical documentation: "The Roosevelt ancestral home built with the proceeds of the opium smuggling trade by Warren Delano, the President's grandfather."

The art of Harold Ickes has always been less descriptive and more hortatory than Pegler's. Ickes is a man with a message and is always telling the public what should be done. His remark that the late General Hugh S. Johnson suffered "from mental saddle sores," like the similar one that Huey Long had "halitosis of the intellect," shows a flair for medical metaphor, but does not, I think, express the essential Ickes as amply as such statements as "The Senate [should] now, at arm's length, drop the Downey-McCarran Siamese twins into the garbage can and firmly put on the lid to confine the bad smell," or the following extended blast on John L. Lewis:



HAROLD ICKES

"Lewisite is ordinarily thought of as a deadly poison gas developed... for possible use in the last World War but... there is another form of Lewisite that is deadly in a different way. It corrupts, corrodes and debases our national economy. It destroys without killing. It is made up of a large quantity of gas, but also contains a quantity of sound and fury, while mixed into the prescription are ruthlessness, disregard for human welfare excepting only that of the miners, a lack of patriotism, and crocodile tears for the deprivations suffered by those whose first financial duty is to pay Mr. Lewis their dues in order that he and his union satraps, and particularly the collateral members of his family, may live in the style to which he has made them accustomed."

Representative Vito Marcantonio lacks the artifice of Pegler and Ickes. His invective is simple. But I herewith present an example of his work that shows an unusual feeling for metaphor mixed in the molten state of passion. In last year's campaign against his Democrat and Republican-Liberal-Fusion rivals in New York City, he accused the opposition of "blinding the people with the dust from their red herrings."

John L. Lewis, on the other hand, is a vituperator of Wagnerian

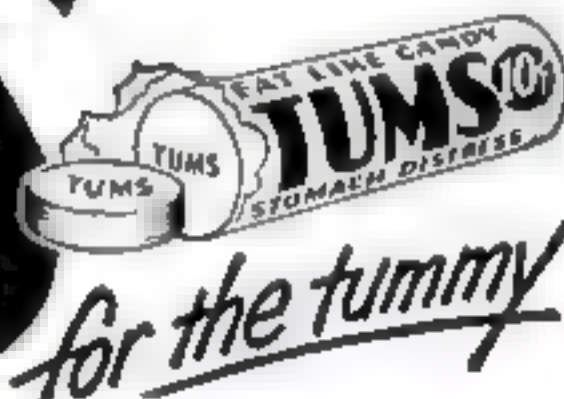


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It's easy and even fun to remove paint with this remarkable tool! Just let it heat, and you start scraping off the paint, with the heat and the scraper edge doing all the work. No more hard labor or messy chemicals. Thousands now in use! If your department paint or hardware store can't supply you, send us your order NOW with check or money order.

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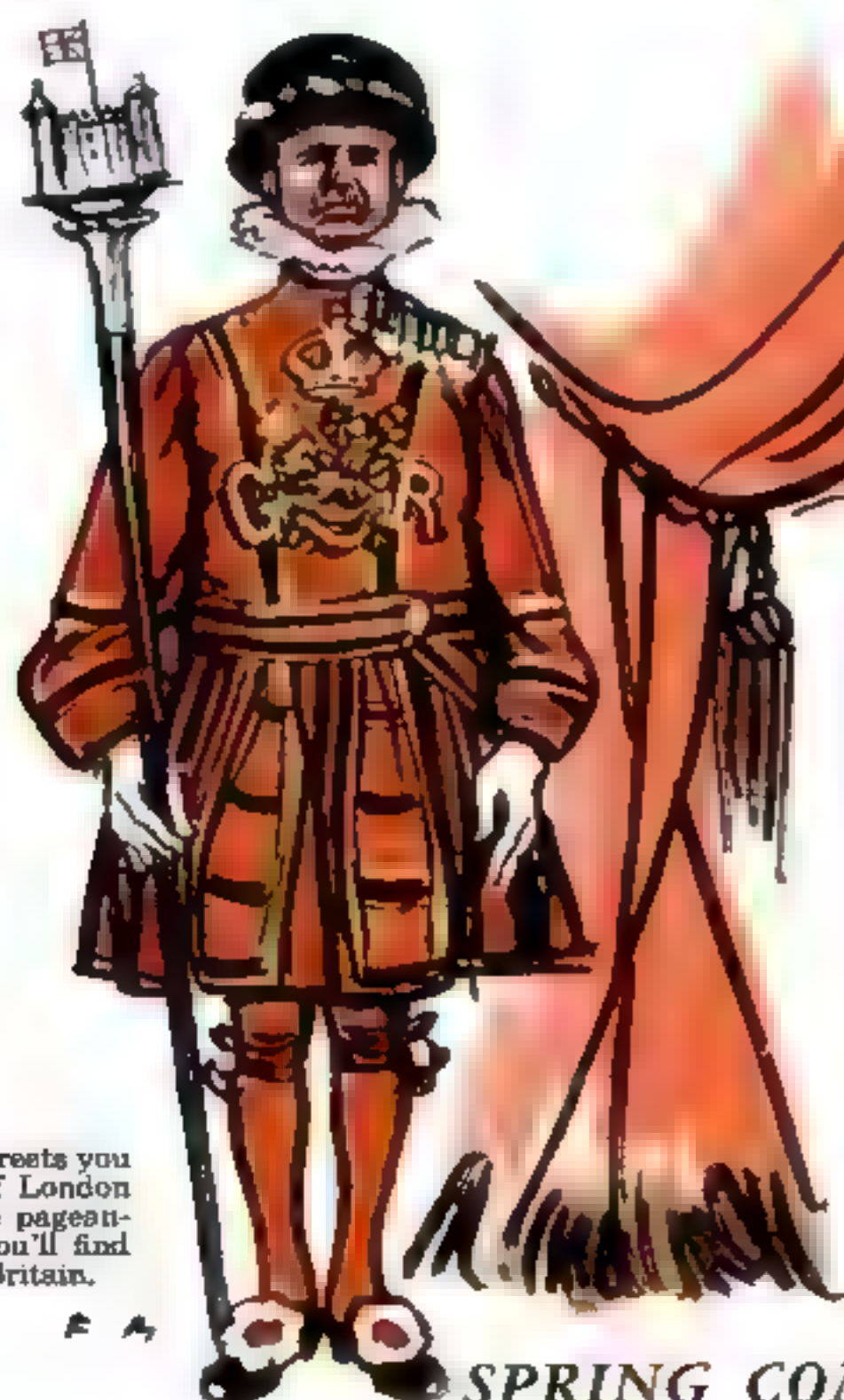
Come to Britain in Festival Year 1951

The stage is set in Britain, for the most eventful and memorable vacation you have ever had!

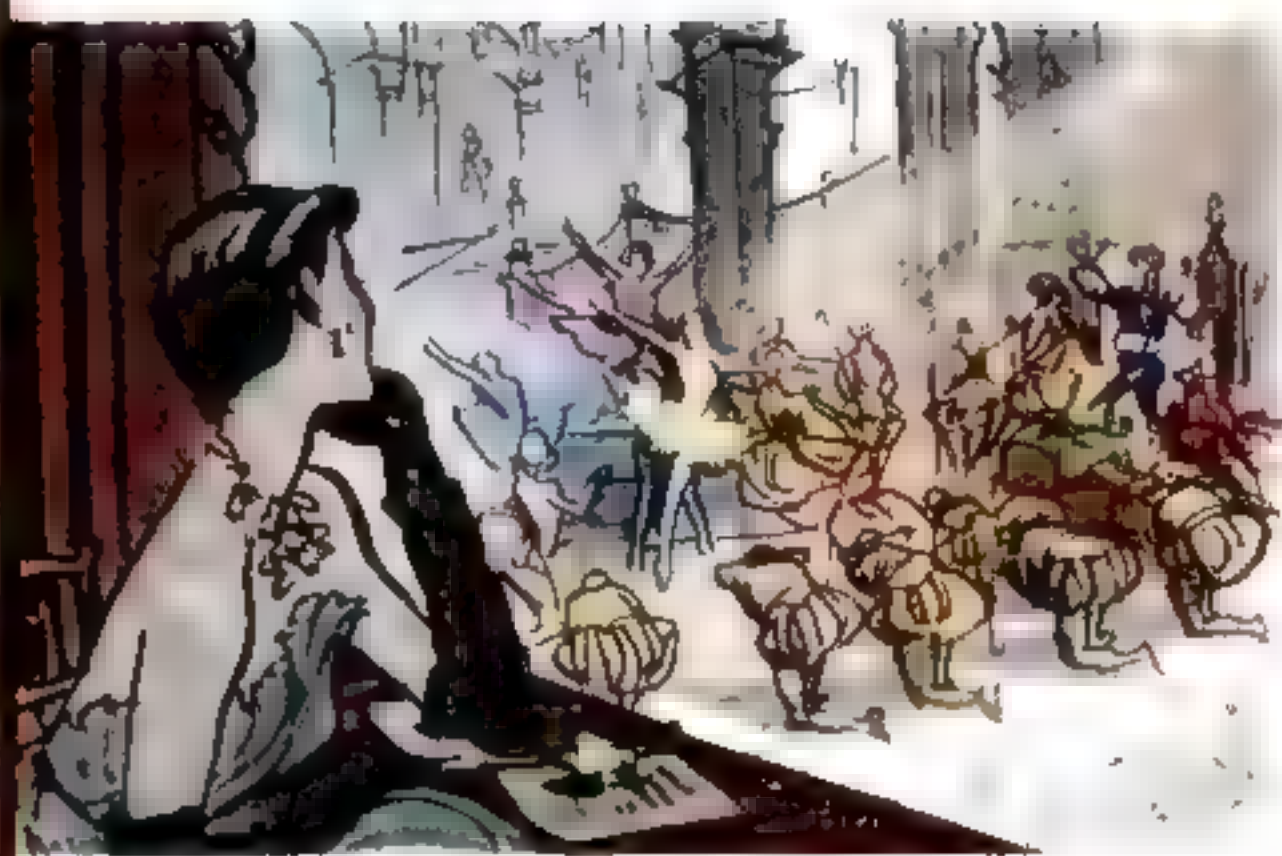
Whenever you come in 1951, wherever you move in Britain, you'll sense that this is a special year. From early Spring until late Fall, in every corner of the land, Britain will celebrate with festivals and fetes, fairs and exhibitions. Traditional pageantry, famous sporting events will take on even greater color and excitement.

Discover too how plentiful and varied is the food in restaurants, hotels, and inns . . . such seasonal delights as Scottish salmon . . . Colchester oysters and English Strawberries. The shops are well stocked. Gasoline is unrationed. Everywhere you go in historic towns and in the mellow countryside you'll find your dollar, aided by favorable exchange and our "fair value" policy, gives you a real holiday from high prices.

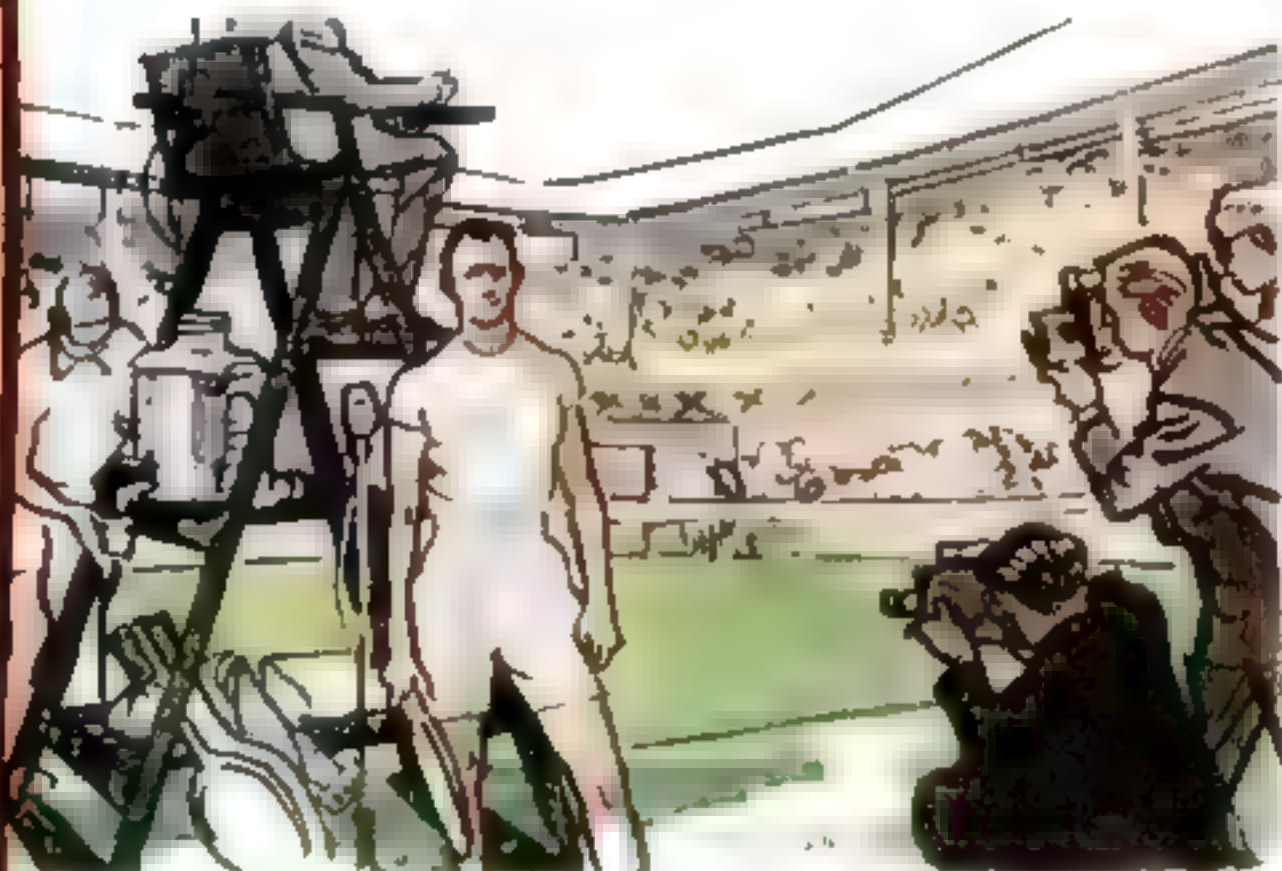
Be sure that next year . . . Festival of Britain Year . . . is your year for a country-wide vacation in friendly, hospitable Britain!



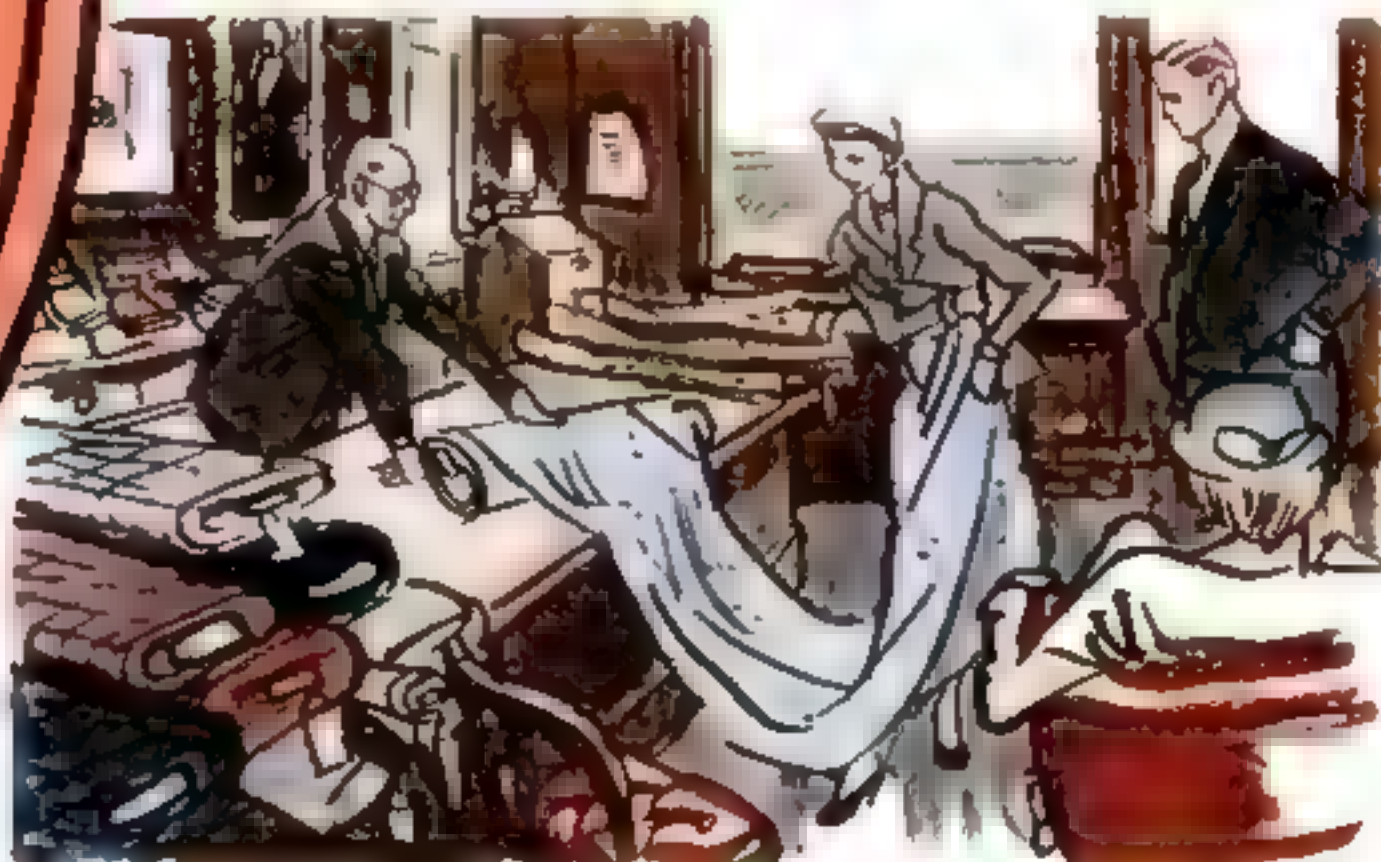
A "Beefeater" greets you at the Tower of London—typical of the pageantry and color you'll find everywhere in Britain.



A FEAST OF ENTERTAINMENT, spread country-wide, awaits you in Britain next year. More than twenty festivals offer a tremendous choice . . . of great music, drama, ballet, craftsmanship, the graphic arts . . . brilliantly presented in perfect settings for enjoyment.



GREAT DAYS OF SPORT, every week of the year, highlight Britain's exciting outdoor calendar. Yachting at Cowes . . . racing at Aintree and Ascot . . . tennis at Wimbledon . . . such place names make the world's sport page headlines. *Be there at one or more of them!*



WHAT BARGAINS YOU'LL FIND in the shops and stores! With your dollar worth so much, and with purchases tax free to you, you'll find values of a lifetime in Britain's famed tweeds, leather goods, tableware, antiques, and a hundred other products.



SEE YOUR TRAVEL AGENT . . . and start planning your visit now! Ask him for illustrated literature, giving full details of Festival Year. Or write British Travel Centre, 336 Madison Avenue, New York 17, N. Y.



SPRING COMES TO BRITAIN EARLY. . . WHY DON'T YOU?



While you enjoy yourself at a STANLEY Hostess Party such as the one pictured here, your STANLEY Dealer demonstrates STANLEY'S QUALITY PLUS household and personal products. More than 10,000 of these Parties . . . America's favorite "in-the-home" shopping parties . . . take place each day. Why not plan to attend one of these parties soon?

Popular
Mrs. Carlyle Quimby
says:



Mrs. Carlyle Quimby, Stanley Party Hostess, in her attractive home at 42 Pratt St., Reading, Mass.

"Holding a Stanley Party is Lots of Fun!"

MRS. QUIMBY, one of New England's most popular STANLEY Party Hostesses, mother of two young children and fastidious housekeeper, is the lovely wife of a member of the real estate and insurance firm of Quimby & Son of Reading, Mass. "It's lots of fun and no bother at all to have friends and neighbors in to one's home for a STANLEY Party," says Mrs. Quimby. "My STANLEY Dealer, as will yours, helps me arrange everything, sees that we all have a good time while we shop in sociable comfort for STANLEY'S famous QUALITY PLUS Products which we all regard so highly."

* * *

Ask your STANLEY Dealer to show you the many valuable Dividend Gifts available to the STANLEY Party Hostess. Then plan to be hostess at your own STANLEY Party right away.



It's easy to hold your own
Stanley Hostess Party...

To arrange for your own STANLEY Hostess Party . . . or for any information about STANLEY . . . phone or write your STANLEY Dealer, your nearest STANLEY HOME PRODUCTS Branch Office, or write direct to STANLEY'S Home Office in Westfield, Mass.

Originators of the Famous Stanley Hostess Party Plan

STANLEY HOME PRODUCTS, Inc.
WESTFIELD, MASS.

Factories in Easthampton, Mass., and London, Ontario



STANLEY LEADS with more than 150 Quality Plus Products to save women time, work, money: (1) Household cleaning preparations (2) Brushes, mops, dusters, etc. (3) Many practical items to improve personal grooming.



weight, whose rhetoric rolls majestically on, propelled as much by the sound of the words as by their sense. The following excerpt from a speech during union negotiations in 1946 will serve to illustrate this point: "When we sought surcease from bloodletting, you professed indifference; when we cried aloud for the safety of our members, you answered—'Be content, 'twas always thus.' When we urged that you abate the stench, you averred that your nostrils were not offended. . . . When we spoke of little children in unkempt surroundings, you said—'Look to the State.' . . . You profess annoyance at our temerity; we condemn your imbecility. You are smug in your complacency; we are abashed by your shamelessness. . . . To cavil further is futile. We trust that time, as it shrinks your purse, may modify your niggardly and antisocial propensities."

These then are typical examples of vituperation as practiced by America's leading virtuosos in the art. An examination of the art as it is carried on in certain Western European countries, notably England, will show that our own artistry is distinctly second rate. Curiously it is in the British House of Commons, that august governing body of a supposedly phlegmatic people, that we find what is perhaps the most passionate vilification produced anywhere in the English language. Here, in a recent speech, we find Aneurin Bevan, a superb master of the *coup de hache*, fixing Winston Churchill's ample paunch with a severed eye and bellowing, "I welcome this opportunity of pricking the bloated bladder of lies with the poniard of truth."



ANEURIN BEVAN

We find Bevan describing Lady Astor, with fine candor, as "an old gas bag," addressing her directly with "Oh shut up, you cheap-Jack!" We find him referring to Conservative M.P. Bartle Bull as "this Parliamentary doodle-bug" and to Churchill as "a man suffering from petrified adolescence." We find him inquiring, "Isn't it time that certain honorable members shouldn't act as pimps of the government?" and on one memorable occasion, in an argument over Newfoundland's national

debt, we find him using the ultimate refinements of pure exclamation in addressing Minister of Dominions James Henry Thomas as "You dirty dog! You swelled head!"

Such address and power is breathtaking enough, but this is only the half of it. Opposite Mr. Bevan sits Mr. Winston Churchill who certainly ranks as one of the greatest vituperative orators of all time. Mr. Churchill has all of Mr. Bevan's slugging power, plus the gift for epigram, and the elegant use of the 18th Century English. Churchill's sarcasm makes Pegler's, for example, look very primitive by comparison, and he is at his best in this *coup de hache* directed at Bevan ("this gamin from some Welsh gutter"). "We speak of the Minister of Health, but ought we not rather to say the Minister of Disease; for is not morbid hatred a form of mental disease, and indeed a highly infectious form? I can think of no better step to signalize the inauguration of the National Health Service than that a person who so obviously needs psychiatric attention should be among the first of its patients."

Could a comparable wealth of virtuosity be found in the deliberations of our own Senate or House of Representatives? The question need hardly be asked.

It will be noted that Churchill (as in "this bloodthirsty gutter-snipe" and "Welsh gutter") favors the word "gutter" as a descriptive image. This indicates the British Tory point of view and brings us to the considerations of another facet of our present survey which we might term, for convenience, the relativity of vituperation. Vituperation is always related to a particular frame of reference, and these frames of reference vary widely as between different peoples, different cultures, different classes and different historical epochs. Vituperation, in general, bears such a close relation to its opposite—love, adulation and respect for the framework of ideas that men passionately believe in—that the history of humanity's beliefs might be written in terms of its abusive epithets. Let us examine, for a moment, a selected group of epithets in use today against the frames of some of today's varying beliefs and note the differing character they assume as the frame changes. I select, at random, the following expressions previously quoted: "whey-faced slut," "gamin from some Welsh gutter," "crypto-Fascist Wall Street lackey," "imperialist," "malefactor of great wealth." Now it is obvious that within Winston Churchill's Tory frame of reference, the words "whey-faced slut" and "gamin from some Welsh gutter"

NOW!

BRIGGS

SMOKES

3 WAYS BETTER*



1. Stays lighted longer...by 19%

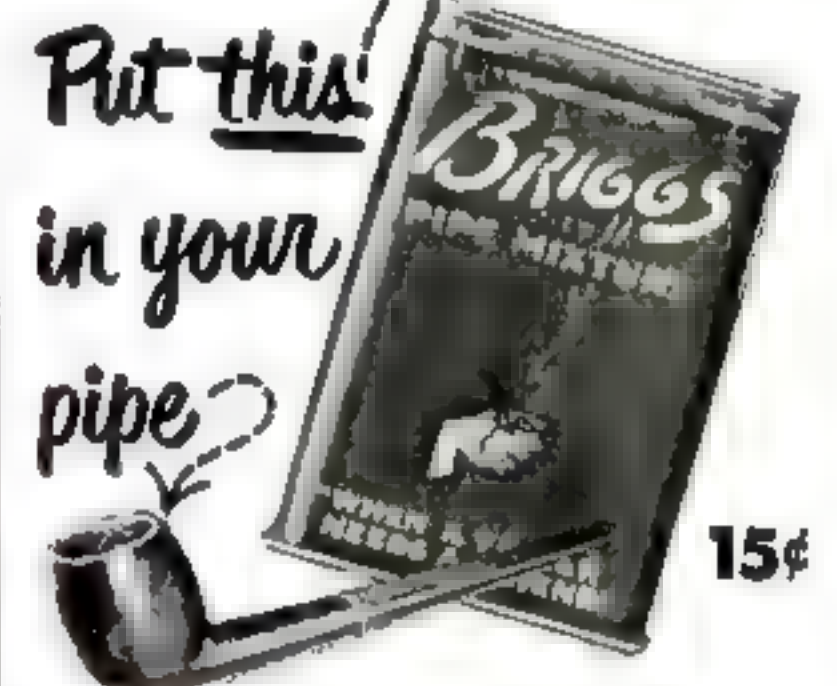


2. Cleaner burning...by 16.4%



3. Less tar...by 21.6%

So today...



and smoke it!

*Yes, our new process makes Briggs better by actual test! Better even than the swell-smoking Briggs that proved so fine and friendly in your pipe before. And remember this: when tobacco burns steady, free and clean, that's when you enjoy all the goodness of Briggs' fine tobacco, aged and mellowed in oaken casks. Today—try 3-ways-better Briggs!

Also available in Canada



"That's easy, Doc... it says, 'Honor Brand Frozen Foods are the finest!'"

Only selected varieties of fruits and vegetables—famous for finer flavor and superior freezing qualities—are fresh-frozen by Stokely's Honor Brand. Yet, these finest frozen foods cost you less. Try Honor Brand Frozen Foods and Juices soon. You'll serve the best and still save!



A DIV. OF STOKELY-VAN CAMP

BEST RUM BAR NONE 4 YEARS OLD

CHICO says...

That's why you should buy

RONRICO

RONRICO RUMS 84 AND 151 PROOF. RONRICO CORPORATION, SAN JUAN, PUERTO RICO. U.S. REP. IMPORT DIV., McKESSON & ROBBINS, INC., N.Y.C. Copyright 1950 Reg. T.M.



The Lovable Girl-of-the-Moment...

Painted from life
by famous illustrator
Victor Kolin

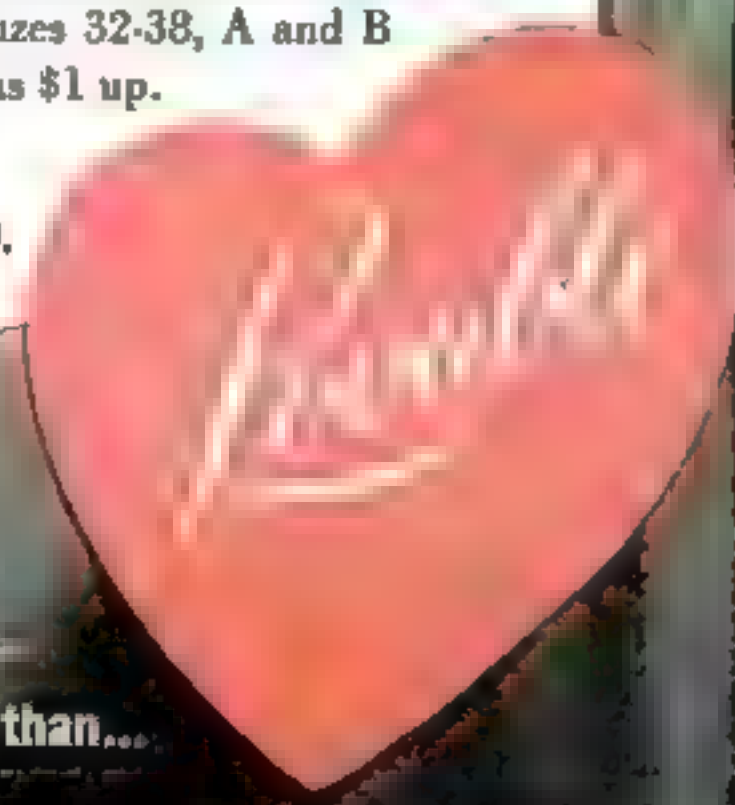
...loves her LOVABLE BRA

*Because it's pretty... it's
also a divine comfort to wear!*

Take your choice from among dozens of smart, figure-moulding Lovable Bras...each as efficient as it is pretty... each at an amazingly low price! Pictured: #983 Satin \$1.50, Broadcloth \$1.50, Nylon \$2. Sizes 32-38, A and B cups, White. Other Lovable Bras \$1 up.

THE LOVABLE BRASSIERE CO.
Dept. L-10, 180 Madison Ave.
New York 16

There's no *other* value than...



VITUPERATION CONTINUED

would qualify as thundering insults, while the phrase "crypto-Fascist Wall Street lackey" would be dismissed as mere gibberish, and the epithet "imperialist" would be regarded as a ringing compliment by the man who did not become His Majesty's First Minister to preside over the liquidation of the British Empire. But put these words against a different frame, that, say, of a Russian muzhik sitting on the Ukrainian steppes quietly combing the lice from his beard and pondering the current Five Year Plan. From him "whey-faced slut" would probably bring merely a shrug. The term "gamin from some Welsh gutter," on the other hand, would probably cause him to exclaim, "A comrade! Why, I myself once spent some time in the gutters of Magnitogorsk." But the expressions "imperialist" and "crypto-Fascist Wall Street lackey" would cause him to raise his hands above his head and entertain visions of an imminent trip to the Siberian salt mines. Or, to take a third frame of reference, let us consider the reactions of the average rural American. "Whey-faced slut" would make him fighting mad. "We don't say things like that about our womenfolk around here, pardner," he would say, with a spurt of tobacco juice. "Gamin from some Welsh gutter," on the other hand, would elicit an entirely different reaction. "And the man Churchill is talking about," our average American would note with awe, "is now Minister of Health in the British cabinet. Wow! What a success story!" Here the expression "crypto-Fascist Wall Street lackey" would probably bring forth a shrug and a tolerant inquiry, "What's the matter, bub? Can't you speak English?" "Malefactor of great wealth" would probably produce some such response as "Great Wealth is all right by me, my friend. Wish I had some of it myself. But after all, it isn't exactly right that a man of great wealth should be a malefactor." The word "imperialist" would have, of course, a somewhat derogatory ring. It is obvious in considering these varied reactions that vituperation is almost never absolute, but that its effectiveness depends on its relation to a background of commonly held beliefs.

The alarming thing about the present state of vituperation in America is not its general lack of esthetic distinction, glaring as that lack may be to fastidious minds. The alarming thing is the peculiar quality it is assuming in the hands of some of our most notorious vilifiers—a quality that I have attempted to illustrate in the mangled verse at the beginning of this article. The vituperative jargon of *Pravda* is, it is true, more technical and esoteric than that used by Senator McCarthy. But, as compared with James Stephens' poem, both the *Pravda* and the McCarthy versions have a cold institutional ring. "Crypto-Fascist warmonger" and "State Department untouchable" are terms referring not to individuals, but to masses of faceless men, and the frames of belief to which they are related show a common disregard for the individual personality. It is not difficult to imagine these terms prefiguring a future in which American vituperation might approach more and more to the Russian mass model while the great art of individual vituperation disappeared from public life. This is a development to be avoided at all costs, because it comes into conflict with fundamental democratic principles. Compared with the *Pravda*-McCarthy methods, those of Churchill and Bevan stand out as models of democratic procedure. To vilify a man as an individual implies respect for men as individuals. A nation whose people refer to each other as dopes, dim-wits, jerks, sluts and wife-beaters is a true democracy.



VITUPERATION, PICTURE-STYLE, appeared in the U.S. last week in Russian magazine *Crocodile*. Caricatures of MacArthur and Acheson were run in front-and-side rogue's-gallery style, with fingerprints, MacArthur's dripping blood, Acheson's dollars. Also vilified in same manner: Churchill, Dulles.

ALL AMERICA IS ACCLAIMING COOK'S EARLY AMERICAN WINE



It's smart to go sweet. CLAIRE TREVOR, lovely star appearing in RKO's "Best of the Bad Men," has this to say of Cook's Early American Wine: "It solves guest problems—and so pleasantly. Everyone enjoys its superb bouquet, fresh-grape flavor and delightful, lingering after-taste."



DAN DURYEA, favorite of stage, screen and radio audiences, says, "EARLY AMERICAN WINE really hits the spot. Men like it, women love it. That's why I always keep plenty on hand for my guests—It's the one wine they all enjoy."

*It's smart
it's sweet
it's thrifty!*

You may never know how delicious a wine can be until you have tasted Cook's Early American. For Cook's has captured the full richness—the flavor strength—the natural vine-sweetness of the whole fresh grape—and nothing else. Cook's is in the best early American tradition—the wine everybody can enjoy. Cook's modest price encourages its daily enjoyment and if you have not yet experienced it—a great taste thrill is in store for you and your friends.



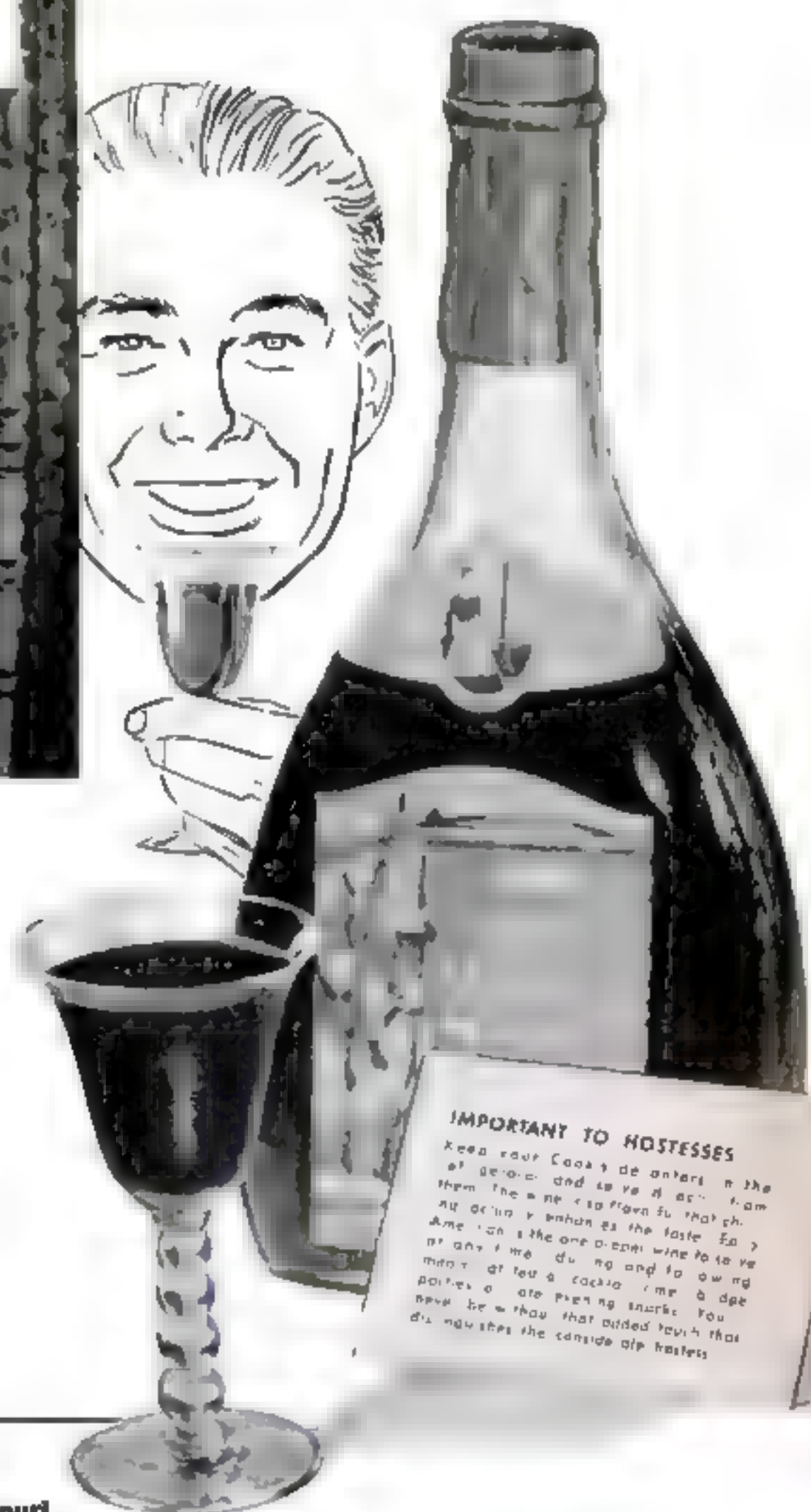
American families are switching to Cook's Early American Wine—because they love this natural wine that has brought delicious enjoyment to family gatherings for over a hundred years.

"Look out for mistakes most people make," says MICHAEL ROMANOFF, internationally famed restaurateur and wine authority. "It's decidedly bad taste to sacrifice your guests' enjoyment. At my personal table at Romanoff's as in my home I serve Cook's Early American Wine."



**Serve COOK'S
Early American Wine
with confidence**

your guests will love it!



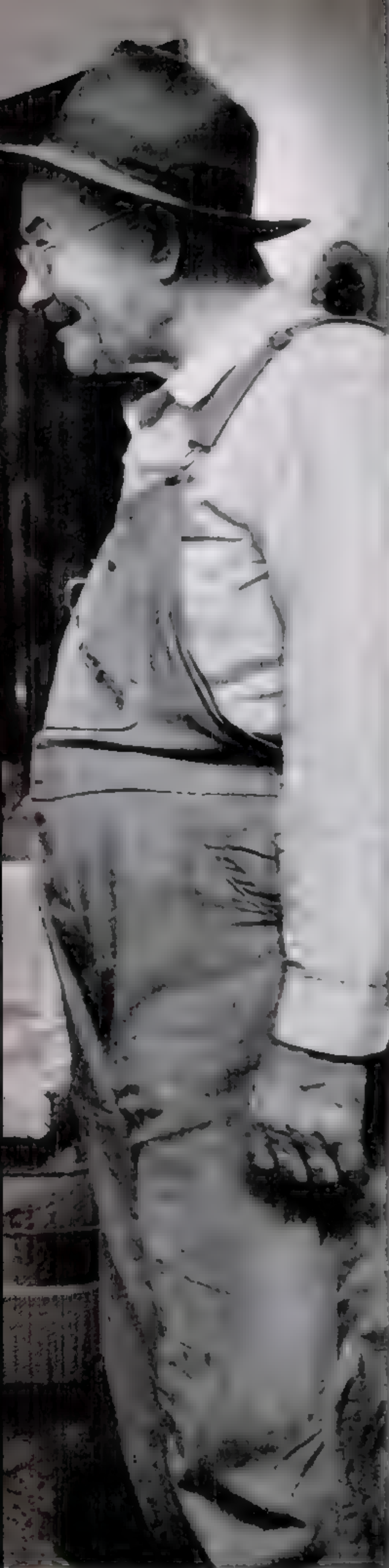
IMPORTANT TO HOSTESSES
Keep your Cook's de entree in the
at get-a and so ve it as a com
them the wine is so flavo in that ch
ing de lin y enhan es the taste. Ea
Ame ick is the one de-epri wine to se ve
at any time du ng and to ow nd
ment at tea a cockle time a dpe
potes a ate even ng snacks. You
never be w thou that outed touch that
dis nquishes the consid alp hostess

Made and bottled by American Wine Co., St. Louis, Missouri

Made by the makers of world-famous **COOK'S** Imperial Champagne



BEFORE CEREMONY MAUD TRIES 1900 WEDDING SKIRT FOR SIZE AS A NIECE (LEFT) HOLDS TATTERED BODICE AND WALTER LOOKS ON



DRESS WAS NOWHERE NEAR BIG ENOUGH



BRIDEGROOM WAITS as the bride, who carries chrysanthemums and an orchid, comes down aisle.



CEREMONY IS PERFORMED by the minister. Walter's grandnephew (background) was best man.

Life Goes to a Golden Wedding

NEBRASKANS REMARRY WITH SATIN AND GILT

When Maud and Walter Stokes of McCook, Neb. reached their 25th wedding anniversary in 1925, they celebrated it with a banquet for 34 people. This year, for their 50th, they did what thousands of other U.S. couples have done and went through their original wedding once again. But instead of a simple re-enactment, they staged an elaborate affair. Mrs. Stokes, who is now 70, had a new gold satin gown made and Mr. Stokes, who is 80 and a retired railroad engineer, bought a brand-new tuxedo. The only other survivors of the first ceremony present

were the two witnesses and the flower girl. The latter, who had grown up to study voice, came back to the wedding to sing *Through the Years*. Promptly at 2:30 p.m. Mrs. Stokes walked down the flower-festooned aisle and joined her husband in repeating the vows which had united them 50 years ago. To friends who were surprised that they spent more than \$1,000 for dresses, gilded candles, a \$75 cake from Denver and a wedding supper for 54, the Stokeses, who have no children, had a simple reply: "After all, it's the only golden wedding we'll ever have."



CEREMONY OVER, WALTER LEANS OVER TO GIVE MAUD AN AFFECTIONATE KISS



SOUR:
1 jigger Arrow
Blackberry Flavored
Brandy, juice 1/2 lemon,
shake, strain into glass.

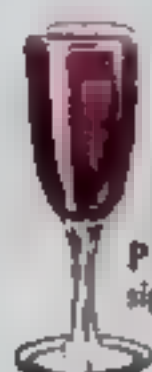
COCKTAIL:
3/4 Arrow
Blackberry Flavored
Brandy, 1/2 sweet cream,
shake, strain into glass.

MIST:
Fill Old Fashioned glass
with shaved ice. Fill
with Arrow Blackberry
Flavored Brandy.

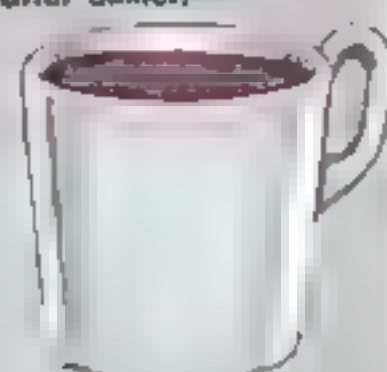
HIGHBALL:
In 8 oz. glass, put 2 cubes
ice, 1 jigger Arrow
Blackberry Flavored
Brandy. Fizz with seltzer.



STRAIGHT:
Still the
most popular
with many
people.



PONY: Delightful to
sip after dinner.



HOT TODDY:
In mug put 1/2 jigger
Arrow Blackberry
Flavored Brandy,
1/2 jigger whiskey.
Fill with hot water.

7

DELICIOUS WAYS
TO ENJOY

Arrow

BLACKBERRY FLAVORED BRANDY

"A Bar in One Bottle"... One
key to seven grand drinks—a
delightful, versatile beverage
—full round, natural fruit fla-
vor—a happy addition to the
repertoire of a gracious host.



ARROW LIQUEUR CORPORATION, DETROIT 7, MICHIGAN • 76 PROOF



HE WAS A GOOD DANCER



Walter, shown above getting his tie straightened by his niece, Mrs. Robert Reatherford, met Maud Wood at a church dance in McCook in 1898 and impressed her with his dancing. Born in Illinois, he began working on the Chicago, Burlington & Quincy Railroad in 1891, stayed with road until his retirement 10 years ago. Now he spends most of his time puttering around in his garden, specializing in peonies. His anniversary present to Maud: unlimited access to his bank account to pay for wedding, which they began planning and saving for last January.



BUT SHE MADE HIM WAIT



Maud, whose graying hair is being fixed by another niece, Mrs. Ina Casey (above), admits that Walter's dancing "made an impression" when they met. But she waited two years before marrying him. These early pictures of them were taken on their honeymoon in Illinois only a few weeks after their marriage. The Stokeses plan no honeymoon this time. The day after the ceremony Maud went to work, baking a ham and frosting a cake for the 11th birthday party of their grandnephew, Walter Stokes II, who had acted as best man at the golden wedding.

CONTINUED ON PAGE 152

**when U.S. TESTING COMPANY
claims razor blade test is delayed
because PAL BLADES last so long..**

THAT'S NEWS!

ESTABLISHED 1890



SALES OFFICE
HOBOKEN, N.J.
TELEPHONE
HOBOKEN 3-3188



UNITED STATES TESTING COMPANY
INCORPORATED
GENERAL OFFICES 1418 PARK AVENUE
HOBOKEN, N.J.

April 6, 1950

Mr. Paul Christian
Pal Blade Company
43 W. 57th Street
New York City

Dear Mr. Christian:

The last time you spoke to us, you were quite unhappy over the length of time required for completion of the shave tests on your Pal Double Edge razor blades.

We want you to know that it was neither fault nor delay. The time required was simply due to the fact that some of the men participating in the test obtained many shaves from the blades.

In glancing over the test data, we note that one participant averaged eight shaves per blade. Another shaver totaled 70 shaves from 8 blades, or almost 9 shaves per blade. The latter, shaving 5 times a week, required over three months to use up his 8 test blades.

The above are not isolated examples - the entire group of 44 participants averaged over 48 shaves for 8 blades.

We trust this clears up in your mind the matter of the apparent delay in completing your test.

Very truly yours,

UNITED STATES TESTING COMPANY, INC.
E. H. Winkelman
E. H. Winkelman
Service Division

EHW/sme

NEW YORK
HOBOKEN
PHILADELPHIA
BOSTON
WOONSOCKET
CHICAGO
LOS ANGELES
DENVER

We ask you to try Pals against any blade you're now using. Pals are different. They're Hollow Ground, and expressly designed to give utmost shaving comfort to men with tough beards and tender skins. If you're not completely convinced Pals shave better and last longer, after you've used as many blades as you like, return the container and we'll refund your money in full. Pal Blade Company, Inc., 43 W. 57 St., New York City.



PAL DOUBLE EDGE
in ZIPAK dispenser

44 for 98¢

21 for 49¢ • 10 for 25¢

Also 4 for 10¢ in regular packing

**PAL HOLLOW
GROUND
RAZOR BLADES**

also makers of world famous

SINGLE EDGE | INJECTOR BLADES

in ZIPAK dispenser

44 for 98¢

21 for 49¢
10 for 25¢
regular packing, 4 for 10¢

in magazine injector

20 for 59¢

10 for 39¢
6 for 25¢
(trial size)

THEY FIT YOUR RAZOR PERFECTLY

PAL BLADES ARE MADE IN FLATTSBURGH, N. Y., MONTREAL, GLASGOW, BUENOS AIRES... AND SOLD ALL OVER THE WORLD

Before Anti-Freeze Goes In Clean Out Rust and Scum



**A rust-clogged radiator wastes anti-freeze
... causes trouble and expense**

Clean out rust with **DU PONT Cooling System CLEANSER**

Don't put anti-freeze into a rust-clogged radiator. Clean out the rust, scale and scum now before winter sets in. Just pour a can of DU PONT CLEANSER into your radiator, run the engine for 30 minutes or more, then drain. That's all! DU PONT CLEANSER cleans thoroughly without reverse flushing. It's easy to use.

Keep out rust with **DU PONT Acid and Rust INHIBITOR**

After cleaning out the cooling system, you can keep it free from rust all season by pouring in a can of DU PONT ACID AND RUST INHIBITOR. It retards rust formation and keeps out acid, too.

Avoid leaks and loss of anti-freeze **DU PONT Cooling System SEALER**

You can stop leaks quickly and securely—and help prevent leaks in the future—by pouring in DU PONT COOLING SYSTEM SEALER. It will not clog the radiator or harm hose or metal parts.



DU PONT MOTOR-MEND
for repairing cracked cylinder heads and engine blocks. Makes lasting repairs quickly. Can also be used as heavy-duty sealer for bad leaks.



DU PONT GAS GUARD
the sensational new fuel-system anti-freeze that prevents ice from forming in gasoline lines and absorbs any water that condenses in the gas tank.



No. 7 PRODUCTS
for better car care

BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY

Golden Wedding CONTINUED



WEDDING DINNER included gold-colored mashed potatoes. To right of Walter is Mrs. George W. Norris, the widow of Nebraska's famed late senator.



BRIDE AND BRIDEGROOM whisper during dinner. Bronzed plumes for the bride's and bridesmaids' hats were ordered from New York, cost \$48.



ANNIVERSARY CAKE awes minister's daughter. This one, costing \$75, was for the reception only. A second one, costing \$35, was served at the dinner.

The king-size horns

that rouse a kingdom

1 "The whole country bends an ear when giant Alpenhorns bellow through the valleys of Liechtenstein... but of course Liechtenstein isn't much bigger than one of her postage stamps," writes an American friend of Canadian Club. "Up on the ramparts of the medieval Schloss Vaduz, royal palace of this miniature Alpine monarchy, I took a crack at blowing an Alpenhorn myself. I huffed and I puffed and... haroo-o-o-m!"



2 "From Switzerland on one side to Austria on the other, I could hear the echo bouncing from peak to rocky peak. And when I stopped for breath, I nearly fell off the castle wall. That colossal horn had taken everything I had in me."

3 "Across the border in Hergiswill, I watched a Swiss craftsman fashion an Alpenhorn, hollowing out a conical bore in each half of a huge natural wooden stock. In the Middle Ages, these horns summoned knights to feudal wars. But I wondered why anybody troubled to sound them today..."

4 "The beautiful echoes satisfy the inner man," my host explained that evening at the Wald Hotel in Vaduz. I saw something else to satisfy my inner man... Canadian Club!

5 "Ancient customs linger on in a remote place like Liechtenstein, but here... as in every country I visit... the best in the house today means Canadian Club."

Why this whisky's worldwide popularity? Canadian Club is light as scotch, rich as rye, satisfying as bourbon

—yet there is no other whisky in all the world that tastes like Canadian Club. You can stay with it all evening long... in cocktails before dinner and tall ones after. That's what made Canadian Club the largest-selling imported whisky in the United States.

IN 87 LANDS... THE BEST IN THE HOUSE

"Canadian Club"

6 YEARS OLD

90.4 PROOF

Imported in bottle from Walkerville, Canada, by Hiram Walker & Sons Inc., Peoria, Ill. Blended Canadian Whisky.



How MILD can a cigarette be?

Smoke CAMELS and See!

“How mild? That’s just what I wanted to know! After all, when I smoke, I have to think of my throat. Well, I got my answer all right! I made a real, *sensible* test—the 30-Day Camel Mildness Test.

“The idea of smoking the same cigarette regularly for 30 days appealed to me. No tricks. Not just a hurry-up puff...first of this brand, then of that brand. No one-sniff experiments. Instead, I put Camels to the test in my own ‘T-Zone’—for 30 days. Now I know for sure that Camels agree with my throat. Mildest cigarette I ever smoked!

“Being a singer, my voice comes first! Mild, mild CAMELS are my smoke! And they taste great, too!”

Mario Lanza

SINGING STAR OF STAGE AND SCREEN

Big, husky and handsome, Mario Lanza’s goal is opera. He’s one of few tenors who can sing D-Flat over high C! Meanwhile, Mario is singing and acting his way into the hearts of millions of Americans as a popular movie star.



R. J. Reynolds Tobacco Co., Winston-Salem, N. C.

NOTED THROAT SPECIALISTS REPORT ON 30-DAY TEST OF CAMEL SMOKERS...

Not one single case of throat irritation *due to smoking* **CAMELS!**

Yes, these were the findings of noted throat specialists after a total of 2,470 weekly examinations of the throats of hundreds of men and women who smoked Camels—and only Camels—for 30 consecutive days.



Make your own
Camel 30-Day
MILDNESS Test
in your “T-Zone”
(T for Throat, T for Taste)

